



Gear Up!

Texas Cities Work

How to use these materials:

"Texas Cities Work" is a public education program aimed at enhancing citizen awareness of the value of city services. Citizens frequently take many city services for granted and simply aren't aware of the value of the service or what goes on behind the scenes to make city services available.

This program was developed for cities to use to educate and inform citizens on basic city services. The residents of Texas cities make up the target audience.

The program has several components. Included on the CD are the following materials for you to use in developing your own city public relations campaign.

- **Two versions of the Texas Cities Work logo (one color and one black and white)**
- **Black and white advertisements suitable for newspapers and newsletters**
- **Color advertisements suitable for magazines and other color publications**
- **City mailing stuffer with customizable options**
- **Order form for other Texas Cities Work products**

These materials are the first stage of this campaign. Additional materials will be developed and will be shared with TML member cities. You can contact the League office for additional information or go to www.tml.org for updates on the campaign.

As always, TML values your input on this initiative. If you have a suggestion for another component of the campaign or wish to customize the campaign for your city, please contact Karla Vining at 512-231-7400 or kvining@tml.org to discuss your ideas.

Please visit the League's Web site, www.tml.org, and watch for updates on the campaign in *Texas Town & City* magazine.



Texas Municipal League

1821 Rutherford Lane, Suite 400

Austin, Texas 78754

512-231-7400

512-231-7490 fax