

# CASE STUDY: POLICE ACCOUNTABILITY TASK FORCE



## Creating a forum for real change.

The videotaped shooting death of unarmed teenager Laquan McDonald by Chicago police officers led to outrage across Chicago about police-involved shootings. Mayor Rahm Emanuel appointed a Police Accountability Task Force to develop recommendations for reform within the Chicago Police Department and, ultimately, restore trust between the police and all the communities they serve.

## Our Solution

Grisko was called on by the Task Force to create and implement a robust community outreach plan that included coordinating four, three-hour community forums in different areas of the city — all within a month’s time. Our team designed the Task Force brand, crafted impactful messaging and materials, and repositioned the internal PATF website to serve as a public information hub. The Grisko team reached out to Chicago’s diverse neighborhoods to engage local elected officials, community organizations, religious institutions, businesses, advocacy and youth groups as well as public institutions. More than 750 people attended the forums to provide feedback about their experiences with Chicago police and inform the Task Force’s work.

Grisko also led media relations throughout the project and when the Task Force was ready to announce its recommendations, Grisko handled all aspects of the news conference and editorial board meetings that resulted in positive editorials in the New York Times, Chicago Tribune and several others.

## The Impact

The interest and enthusiasm generated by the Task Force’s report and the community engagement along the way led to many previously skeptical organizations wanting to get involved and play a role in moving the recommendations forward. The extensive media coverage of the Task Force Report, which included local, national and even international coverage, was extremely positive and placed Chicago in the spotlight of police accountability issues and the need for change.



Branding



Social Media



Media Relations



Event Coordination

