



Message Sent—Message Received?

Communications Planning to Set
Your County Up for Success

Institute of Government

Mary-Kathryn Craft

February 23, 2023

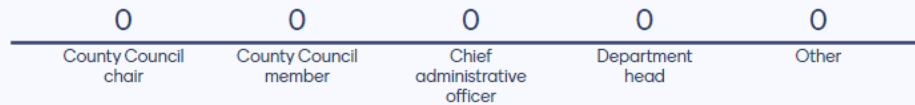
About Me



About You

Go to www.menti.com and use the code 7374 5330

What title best describes you?



⚡ Lost contact with audience

Unable to synchronise audience with presentation.
Press [Activate slide] to refresh connection.

Activate slide





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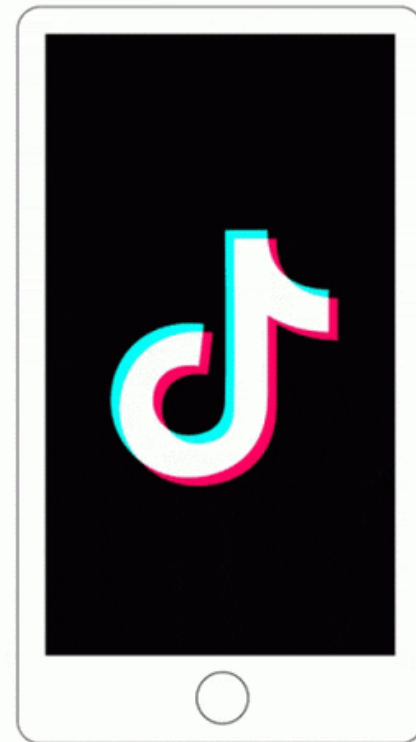
What We'll Cover

- Goals
- Audience
- Strategic messages
- Channels and tactics
- Measuring results



What is your goal?

- What action do you want the audience to take?
- What do you want to achieve?
- SMART applies to communications



Who is your audience?

- Diverse members
- What do they need from us?
- What do we want them to do?



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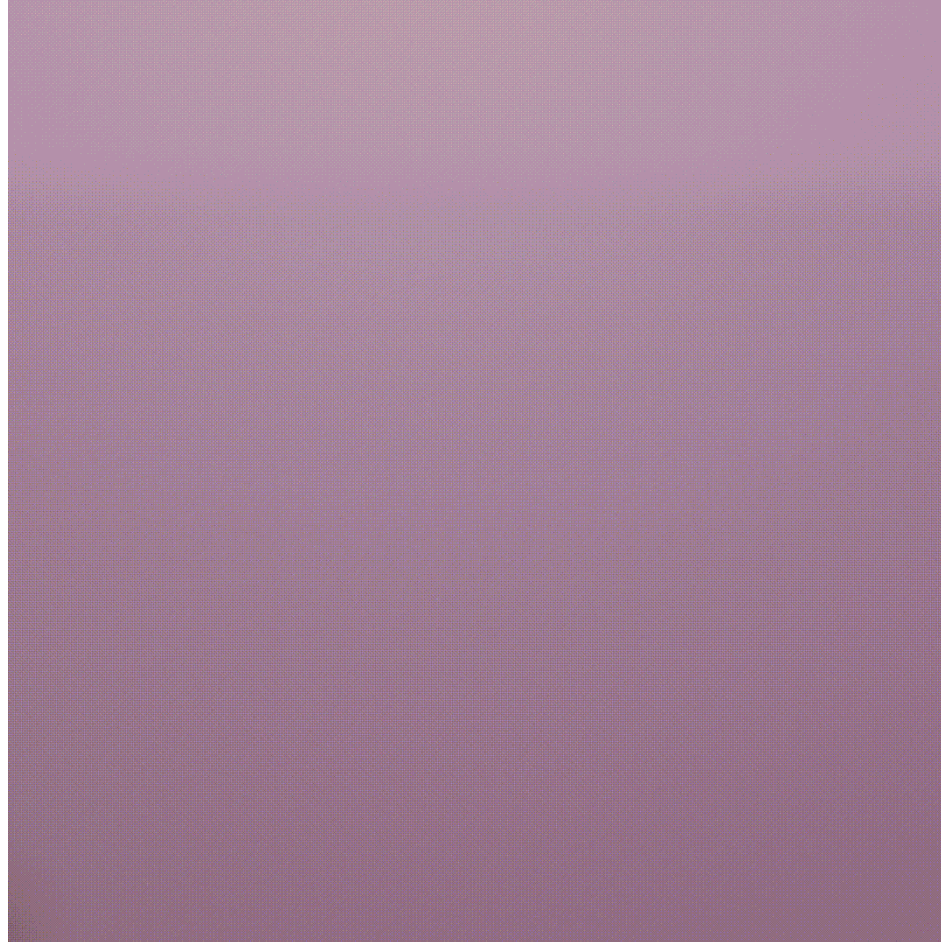
Brainstorm

Go to www.menti.com and use the code 7374 5330

Who is a potential audience member?  Mentimeter



Targets



Strategic Messages

- Connect the message to your audience
 - Their motivations
 - Who they are
 - How they are connected to your county



The Three Cs



Clear

- One clear message

Concise

- Get to the point quickly

Call to action

- What do you want them to do?



Other Tips

- **Show** with examples
- Make it **personal**
- Avoid **jargon, acronyms, “fancy” words**



Tim Mousseau (right) recently started a project to investigate impact of radiation on the stray dogs

A USC researcher is studying how radiation is affecting these strays left behind near Chernobyl

BY MARY KATHERINE WILDEMAN, MWILDEMAN@POSTANDCOURIER.COM
MAY 14, 2018 / UPDATED SEP 11, 2020



“The data will be analyzed using a multi-modality platform..”

\$20 word

- Utilize
- Residence
- Individual
- Authorize
- Promulgate

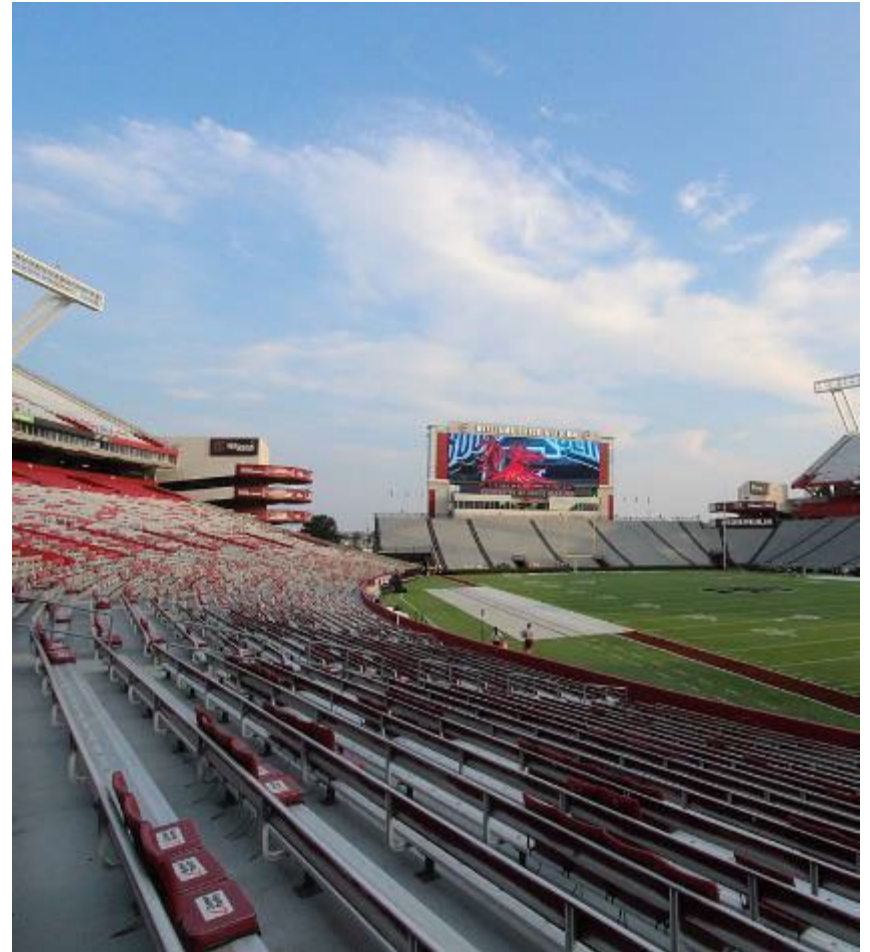
Better

- Use
- Home
- Person
- Allow
- Issue



Make Numbers Matter

- Numbers and statistics are evidence
- Use to support your key message
- Social math





The suspected Chinese spy balloon drifts to the ocean after being shot down off the coast in Surfside Beach, S.C., on Saturday. (Randall Hill/Reuters)



More Messaging Tips

- Call to action tip
 - Make it personal
 - You and your language
- Stay positive



Who Will Deliver the Message?



Channels

- Earned media
- Owned media
- Paid media



Working With the News Media



Do

- Interview the reporter
- Research
- Rehearse
- K.I.S.S.
- Be patient
- Relax
- Be courteous
- Bridge
- Answer the “anything else” question



Don'ts



- Lie
- Get hostile
- Assume anything
- Exaggerate
- Over answer
- Repeat a negative
- Say no comment
- Be afraid to start over



Dress for Success

Wear

- Solid color
- Comfortable, professional
- Branded if appropriate



Don't Wear

- Busy patterns
- Sunglasses
- White shirt on live tv/in studio



Measuring Results

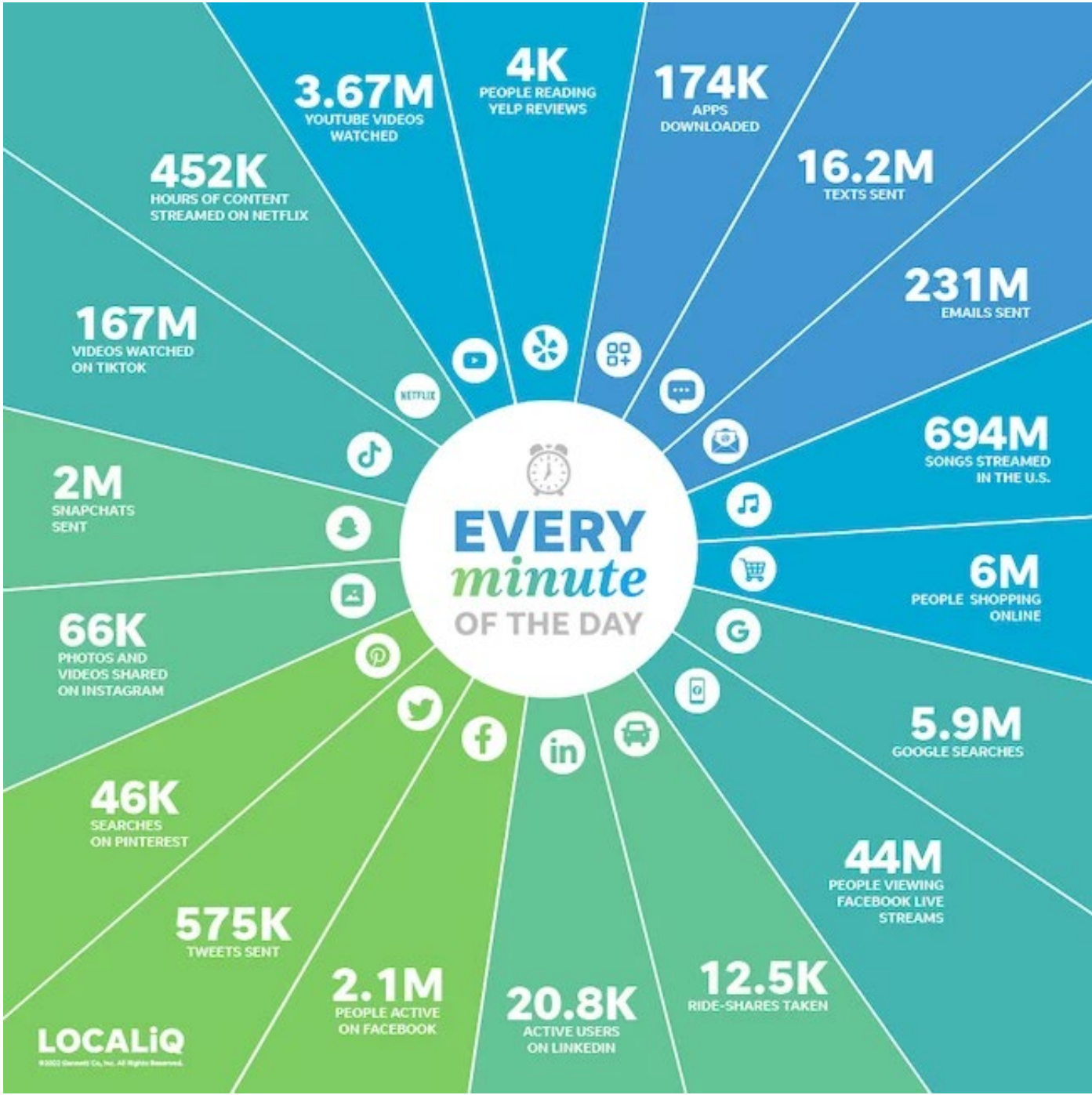
- Ties back to your goal
- Social media analytics
- Web traffic
- People in the room
- **Process vs. Outcome**—
what is important to
your goal?



Setting Expectations



EVERY
minute
OF THE DAY



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Questions?

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