



M A G

Expert Resources. Enriching Lives.

About me:

- US Army Lieutenant Colonel (Ret.)
 - Kentucky, Tennessee, Utah, Kansas, Iowa, Colorado, Georgia, California, England (NATO)
 - Iraq (12 m x 2); Afghanistan (9 m); Poland (5 m)
- 10+ years of Public Affairs/Public Relations experience
 - Quad Cities, Colorado Springs, Afghanistan, Poland, Latvia, NATO countries
 - 12 month fellowship with Fleishman Hillard, Atlanta
 - Media engagement, community outreach, internal communications, cross-org comms synchronization
 - Public Affairs Trainer- National Training Center



Why have a communications strategy:

- Details the broad direction for improving your organization's communications efforts
- Explains the general objectives for the organization's communications and the reason these objectives are necessary
- Improve the overall productivity and trust within the workforce
- Create a positive presence for the organization in the public and amongst partners/stakeholders
 - Government requirements for transparency
- Unity of effort and shared understanding: WHAT we do, WHY we do it, and HOW
- Comms Strategy vs Comms Plan
 - Department and project-specific plans
 - Newsletters- internal and external
 - Social media engagement



MAG in the Media:

Comms to Come:

- External Newsletter Changes:
 - Quarterly to Monthly
 - Staff of the Quarter
- Media Engagement Training



Unified transportation plan provides look into projects through 2050

By Carlyne Coombs | Oct 18, 2023

PARKRECORD.com

Conference gives caregivers free training to keep loved ones safe

Event scheduled for Nov. 3 at doTERRA

Entertainment [FOLLOW ENTERTAINMENT](#) | Oct 20, 2023

18th annual Caregivers Conference: Discovering Clarity, Vision and Joy

When: 9 a.m. to 4 p.m., Friday, Nov. 3
 Where: doTERRA, 389 S. 1300 West or 100 W. 1300 South
 Cost: Free
 Registration: [magutah.org/CG](#)
 Phone: 801-229-3852
 Web: [magutah.org](#)

Providing care for ailing loved ones can put a strain on caregivers' health.

The [Centers for Disease Control and Prevention](#) reports that informal or unpaid caregiving has been associated with elevated levels of depression and anxiety, increased usages of psychoactive medications, decline in physical health and immune systems and an increase of risk of early death.

In addition, the organization reports that 53% of caregivers noticed declines in their health that compromise their ability to provide care.

So, [Mountainland Association of Governments Aging Services](#), also known as MAG, a nonprofit that helps senior citizens maintain health, independence and quality of life in Utah – including Wasatch and Summit Counties – offers a free, annual conference that provides caregivers tools to not only better care for their loved ones, but also care for themselves.

What's your opinion on Summit County roads? Voice it at an open house Nov. 30

Ashtyn Asay Nov 29, 2023



Mountain View Drive near Kimball Junction, Nov. 29, 2023. Photo: TownLift // Michele Roepeke

ber. The new overpass was built FrontRunner tracks and two Union road tracks at approximately 600 100 West in Provo.

time of giving. I back, by donating incredible.

and its associated non-profit, has a special place in my heart. soMAG has kilitized the delivery of meals to our beloved seniors in Summit and Counties since 1974. If you have the capacity to do so, please check out [wosuw.org/](#) to see how you can help! Utah is an incredible state, with so Ie grateful for, and I know our efforts to help those around us can be equally

I wish a very happy holiday season to all of our board members, elected officials, clients, and partners.

-Michelle

MAG Social Media

Facebook, LinkedIn... more to come

FOLLOW US!!!!

