

PIO CONFERENCE 2019

Key Takeaways

Community Relations



PIO Conference – September 23 - 25





Key Takeaway:

Clarity, tact and perspective in communication methods

- How to communicate with the public during a suicide incident
 - Understand data before reporting
 - While transparency is our goal, certain details should be kept private
 - Understand implications of words and imagery we use

Key Takeaway:

Continued preparation for emergency within our organization and community

- Preparing to respond by preparing for disaster
 - City employees: plan family safety, know your role, plan for deployment, go bags, clear communication with community
 - Community members: know how to stay safe, plan for emergency with family (meeting place, 72 hr. kits, etc.), know communication channels with emergency task force
 - Plan: create one-page documents for residents to reference (website, social media, etc.)





Key Takeaway:

Media relationships are essential to dealing with bad press.

- How to respond to negative press
 - Make interactions with media/reporters a positive experience for them
 - Be cooperative and transparent
 - Journalism and public relations should be a symbiotic relationship: you scratch my back, I'll scratch yours

Key Takeaway:

Your messaging says everything to the public, so craft it carefully (esp. in times of crisis.)

- How to craft layered, powerful messaging in an impactful way
 - In times of crisis, spokesperson matters
 - Earning and maintaining trust through honesty
 - Righting wrongs when necessary
 - Know your stance BEFORE speaking out





Key Takeaway:

Stick to your key points to communicate messaging without any mishaps

- Basic PIO lessons learned
 - NEVER deviate from key points, even when other questions might be asked
 - NOTHING is ever off the record
 - If you say it, someone can print it
 - “No comment” is not an answer
 - Media can be manipulative (sound bites, editing, etc.) so don’t give them room to manipulate you

Key Takeaway:

Podcasting is an underutilized, simple, and effective way to reach an audience

- Podcast and community outreach
 - Creating a podcast is simpler than you think
 - Reaches people at any time: at work, on their commute, in the shower, etc.
 - Platform to speak information in an interesting, accessible way



THANK YOU!

