



ANNUAL CONFERENCE PRESENTATION 2019

Top 10 Ways to Become Your Agency's Communications Strategist

California Association of Public Information Officials | April 9, 2019



SAE
COMMUNICATIONS | Strategic
and Crisis
Communications

1

YOUR DEMEANOR



What you wear

How you carry yourself

Words you use

Attention to detail

Grammar, punctuation in all communications

2

LISTEN WELL



Better than talking

Take time to digest, ponder

Do research = know what community
and opinion leaders think

3

AUDIENCE, MESSAGE, TACTICS



Ask “why” – a lot

Who is touched by the program, who cares?

Always develop key messages, Q&A – always!

Get your APR

4

DON'T JUMP TO TACTICS- DON'T LET OTHERS



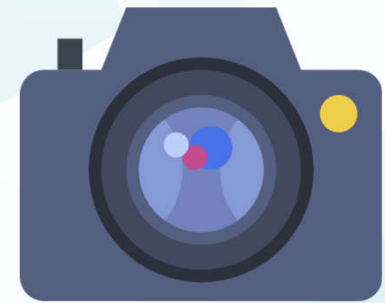
No strategic value if wrong tactic

Wastes time, \$\$

Undermines value of role

5

AVOID BECOMING THE AGENCY TACTICIAN



Avoid taking photos, video yourself

Bring in interns, find a few \$\$ for hourly help

Local students to run equipment

6

BE A NEWS/INFO CONNOISSEUR



Consume in all forms: print, electronic,
social media

All types: consumer, lifestyle, business,
sports, local, state, national, international

7

GET HINTS ABOUT WHAT'S COMING FROM HEADLINES

An incident that affects another agency could affect you

Be ready – may not need

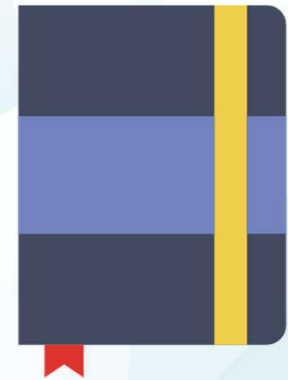
Shows strategic value

Avoids dropping into crisis mode



8

READ THE AGENDA – PROMOTE 1-2 ITEMS



It's what our bosses care about

It's what's important, newsworthy

Generate story/stories

9

KNOW WHAT'S IMPORTANT TO EACH DEPARTMENT HEAD (ESP INFLUENTIAL ONES)

Develop communications
plan for each

Show your value



10

BE AT THE TABLE – OR IN THE ROOM



Must be in senior management meetings

If can't get in, move on

1

BONUS ITEMS

GET AHEAD ON ISSUES;

**RECOMMEND
PROACTIVE STEPS**



Avoid crisis mode by seeing what's coming and getting ready

Hone your radar to things that the public/media will care about, be unhappy about

2

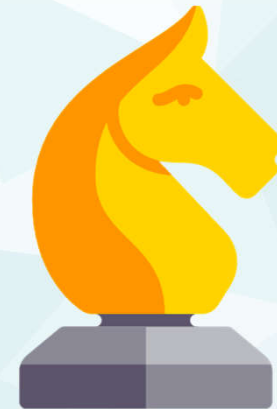
BONUS ITEMS

BE COURAGEOUS BUT RESPECTFUL-

YOU DON'T GET TO MAKE FINAL DECISION

Advise, be clear/concise,
good reasoning behind your
recommendation

You are not the
decision maker – yet





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Thank You



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