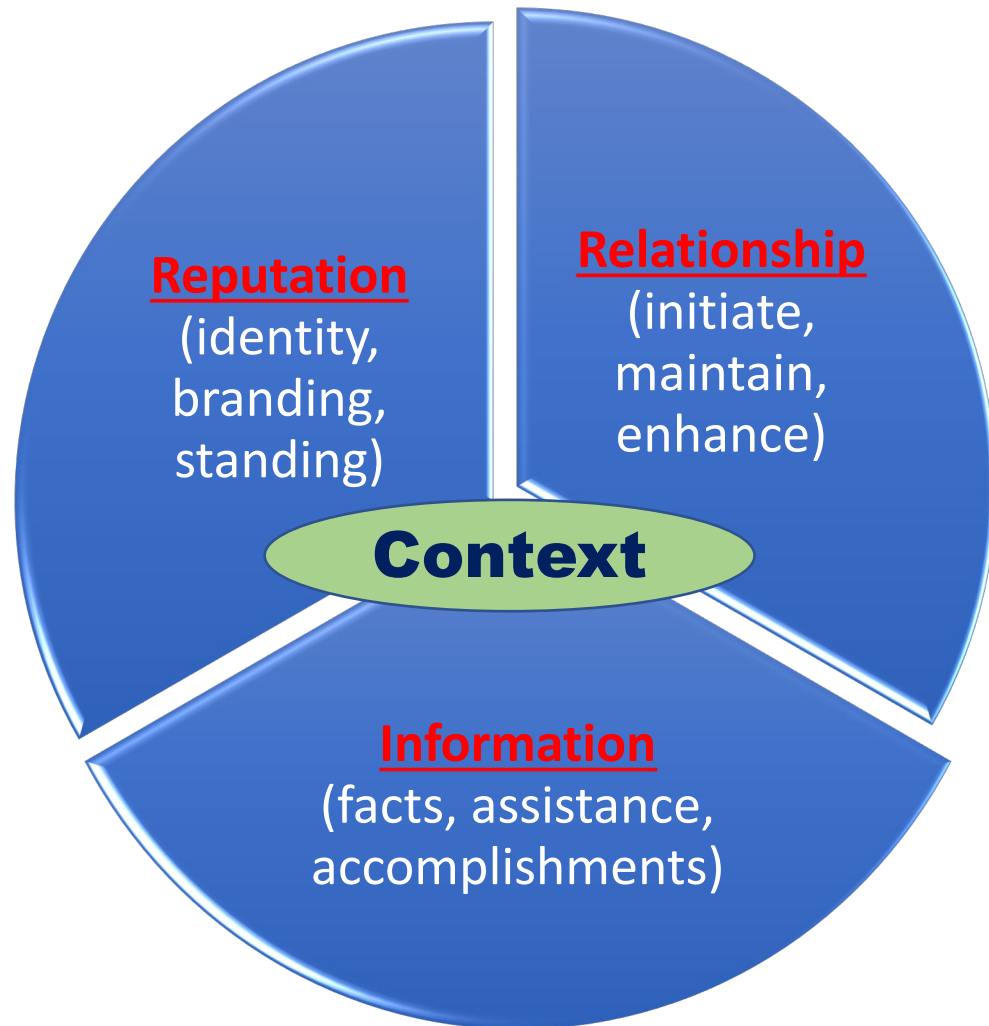


MESSAGES (what)

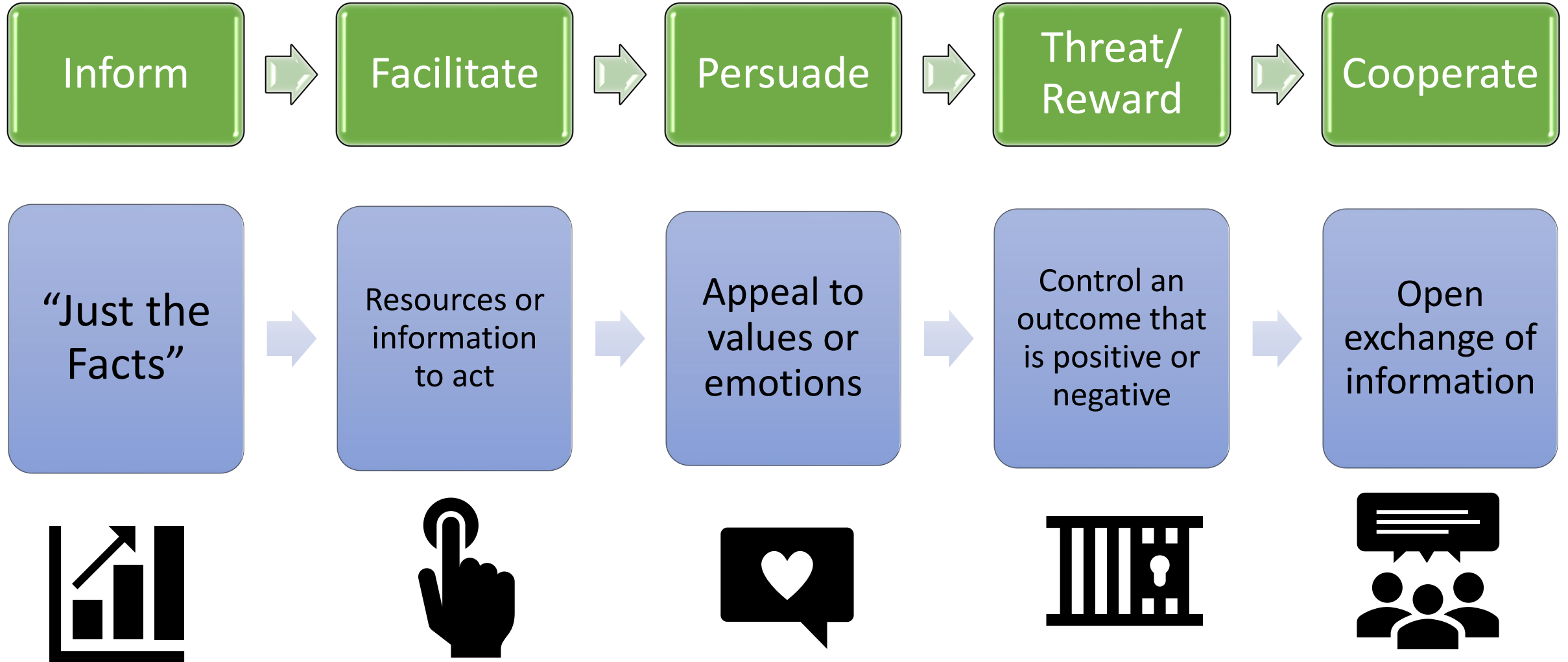
Identify consistent core narrative to reinforce every communications effort. Craft specific messages targeted to specific audiences.

WORDS (THAT) MATTER

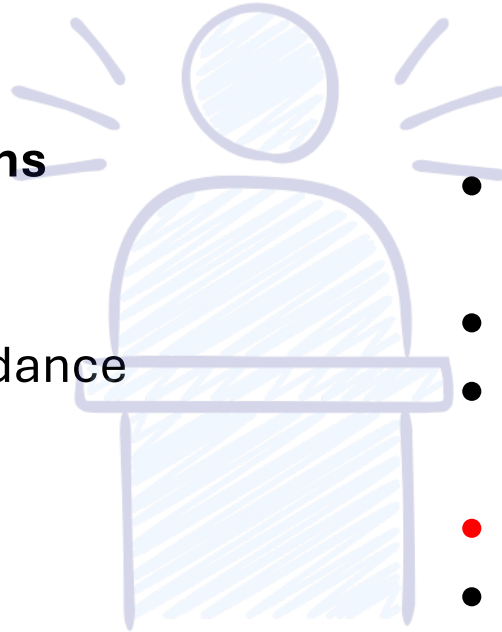


- Performance-based government
- Accountability
- Efficient and effective
- Humanize; stories about people
- Dedicated civil servants
- Independence
- Serve the people
- Non-partisan

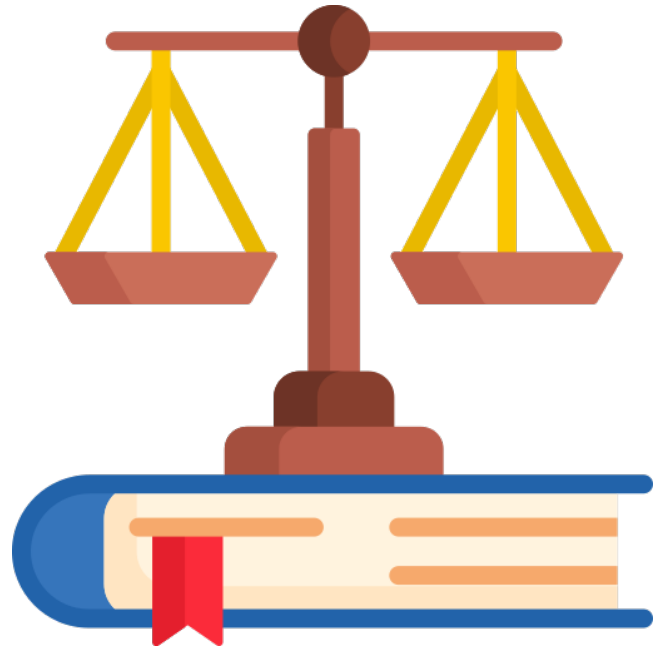
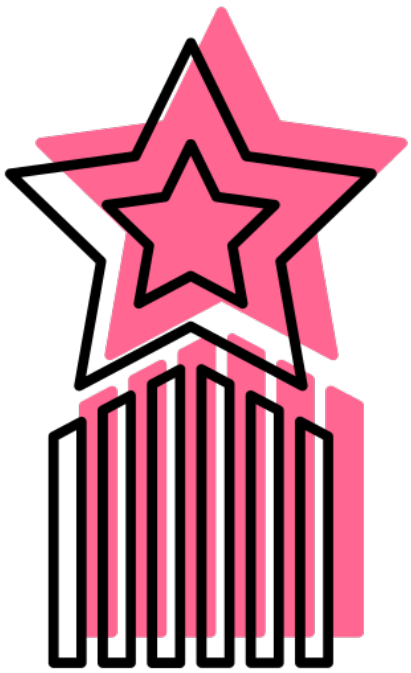
Strategic Message Types



Never “No Comment” —We Can ALWAYS Talk About Something



- **Address people’s fears/concerns**
 - Uncertainty
 - Misinformation
 - Reliance on authoritative guidance
- **Leadership**
 - Why our work matters
 - Who our people are
 - Organizational values
 - Mission
- **Empathy**
 - With victims/survivors/those impacted
 - Resources for the community
 - Who to call if you have questions
- The Inspector General **mission** and **history**
- Reasons for independent oversight
- **Process** (investigative, judicial, audit, etc.)
- **Risk Management**
- **Prevention**
- **Instructions**: what to do OR what NOT to do
- Where to go for further information
- What’s next—when’s the next press conference/info, etc...

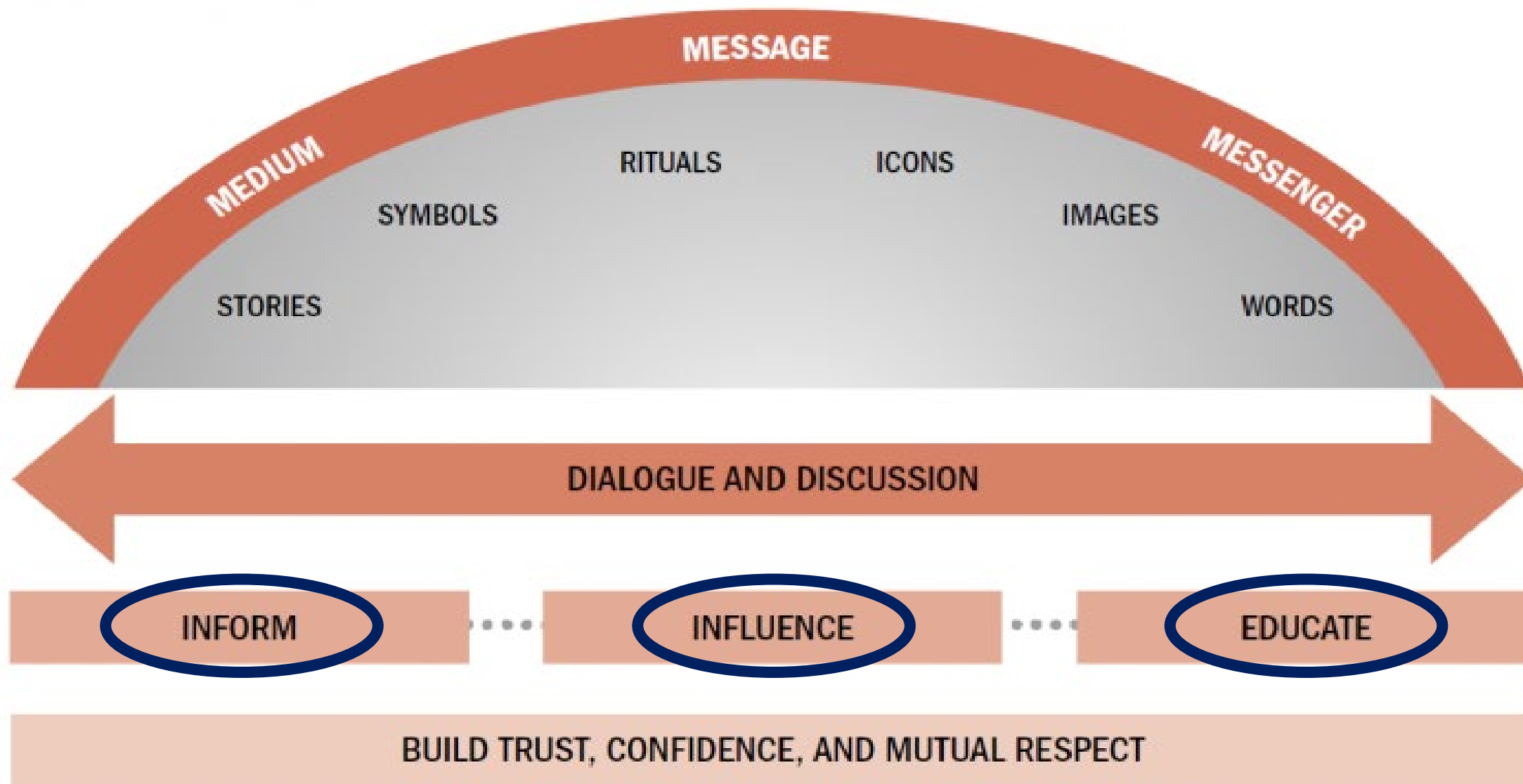


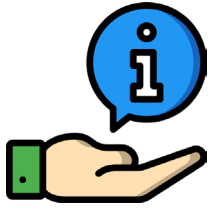
Who
we
are

What
we
do

Why
we
do it

FIGURE 1: MULTIDIMENSIONAL MULTICULTURAL STRATEGIC COMMUNICATIONS MODEL





**Informing
Messaging**



**Influencing
Messaging**



**Educational
Messaging**



Attitude

Think

Emotion

Feel

Behavior

Act

Stories



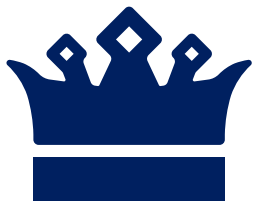
Symbols



Rituals



Icons

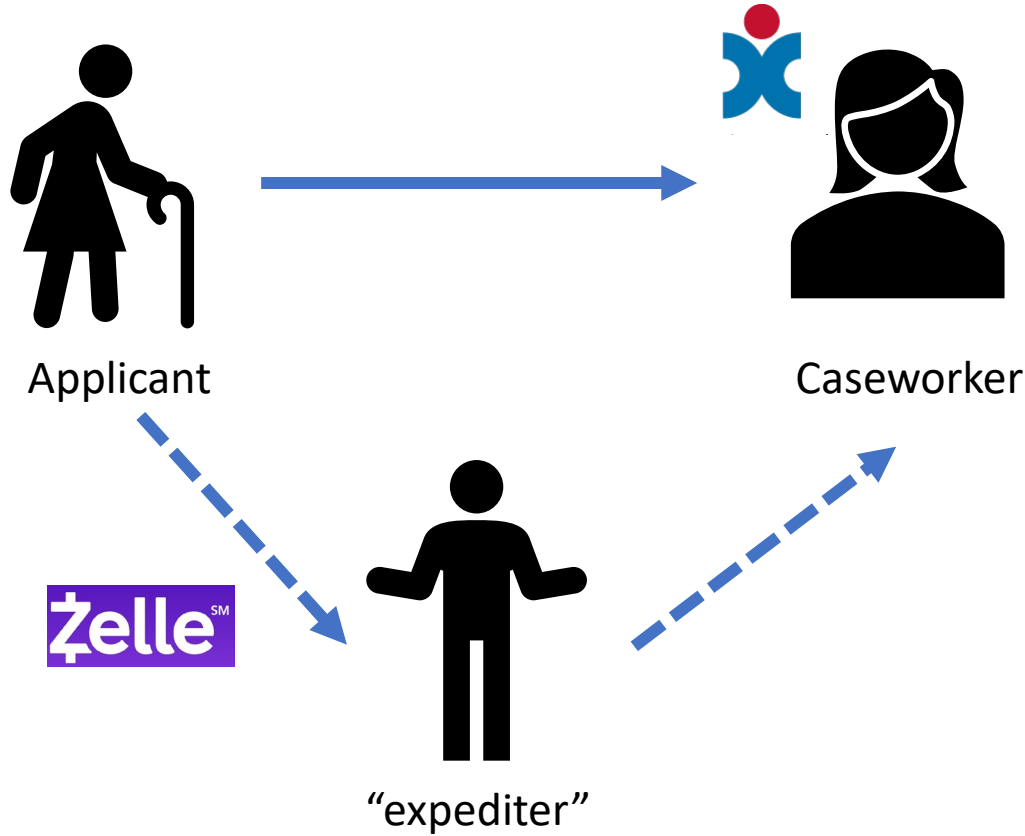


Images



Words





Public Assistance Benefits Extortion Scheme



Characters

Conflict

Conclusion



CHANNELS (where)

*Paid, Earned, Owned, & Shared
--Social media, web, traditional
media interviews, articles,
video/podcasts, etc.*



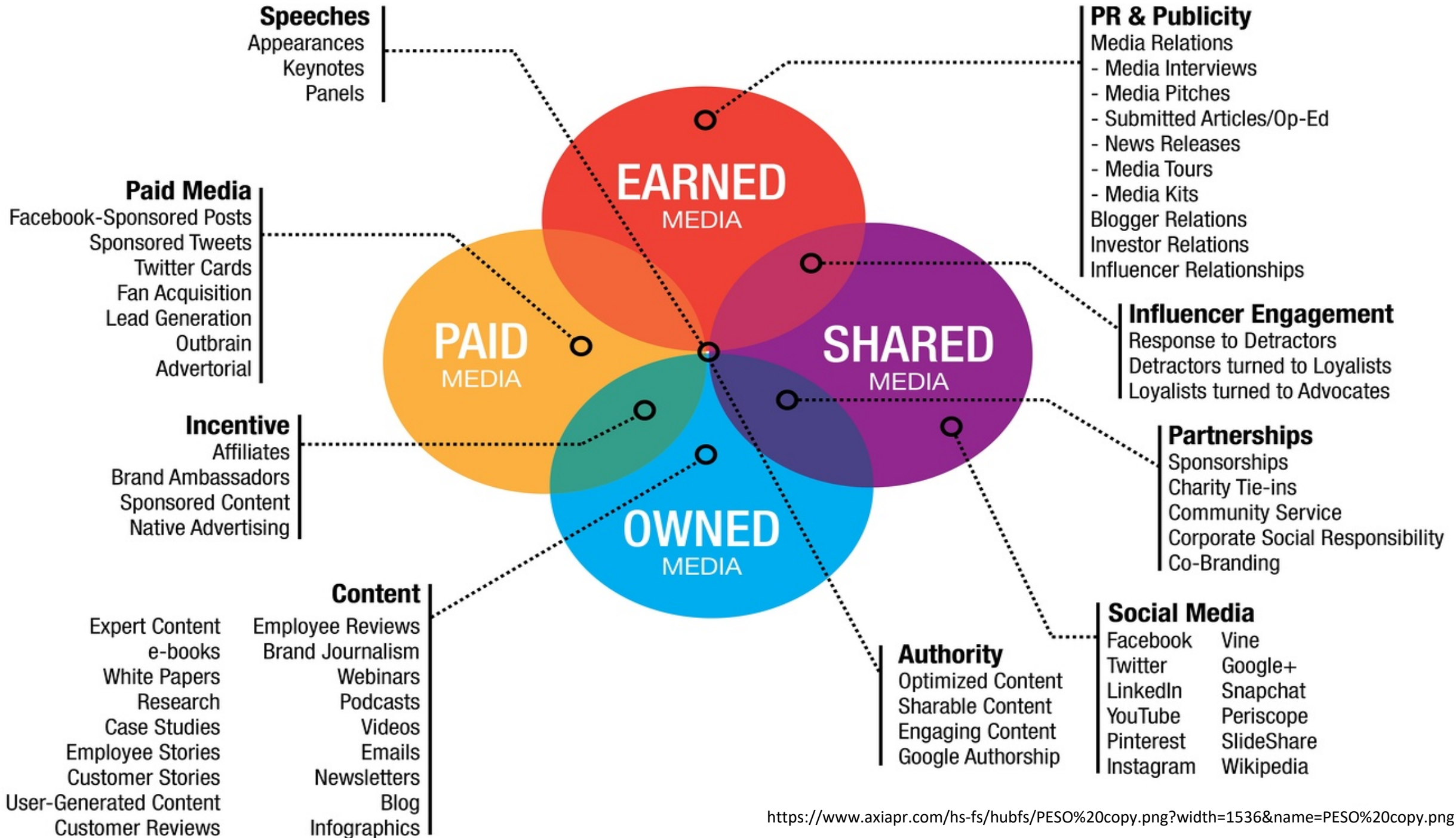
**Endless
Opportunities**

Tools

- Press release
- News conference
- Radio/TV shows
- Podcasts
- Social media
- Video releases
- Webinars
- Conferences
- Op-Eds/editorials
- Newsletters
- Magazine articles
- Speeches
- Reports
- Brochures

Outlets

- Website
- Email lists
- USA Today
- Associated Press
- Local news/media
- Patch.com
- Twitter
- FaceBook
- LinkedIn
- Associations
- Blogs
-
-
-



Multi-Media & Social Media



City of Chicago Office of Inspector General

2,984 followers

1h • 🌐

September marks 35 years since the Chicago City Council passed OIG's enabling ordinance.

Since then, OIG's authority and jurisdiction have expanded, yet the mission to root out corruption, waste, and misconduct in City government remains steadfast.

As we celebrate 35 years of service, look for posts with [#OIGat35](#) reflecting on OIG's history, important organizational milestones, and progress made over time.

#OIGat35



Jefferson Parish Office of Inspector General

317 followers

4d • 🌐

Inspector General [Kim Chatelain Esq, CIG, CCEP, CFE, CIGE](#) was interviewed by Fox 8 New Orleans in regard to the public letter issued this morning by the JPOIG.

You can find the letter here: <https://lnkd.in/gYDhmKzh>

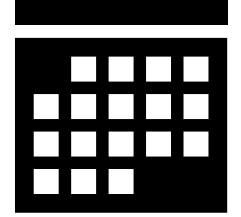
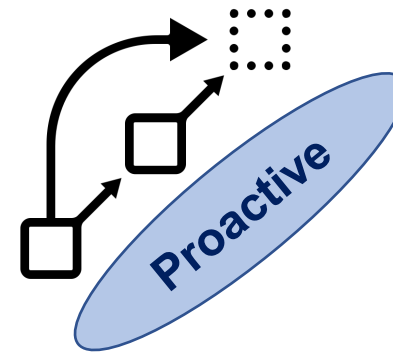
You can find the Fox 8 story here: <https://lnkd.in/gacZthnq>



TIMING (when)

Consistent & timely schedule of releases; tie-ins with other events; appropriate coordination with other agencies.

- Event/Opportunity
- Date
- Topic
- Forum/Outlet
- Audience segment
- Message
- Speaker(s)
- Social media re-use
- Aware: monitor trends & current events



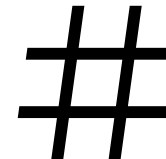
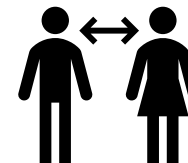
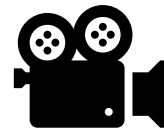
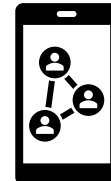
Tie-in's
("National Day/Month of...")

MESSENGERS (how)

*Leadership involvement for key messaging; roles of all OI members in messaging and communications.
Engaged & credible.*

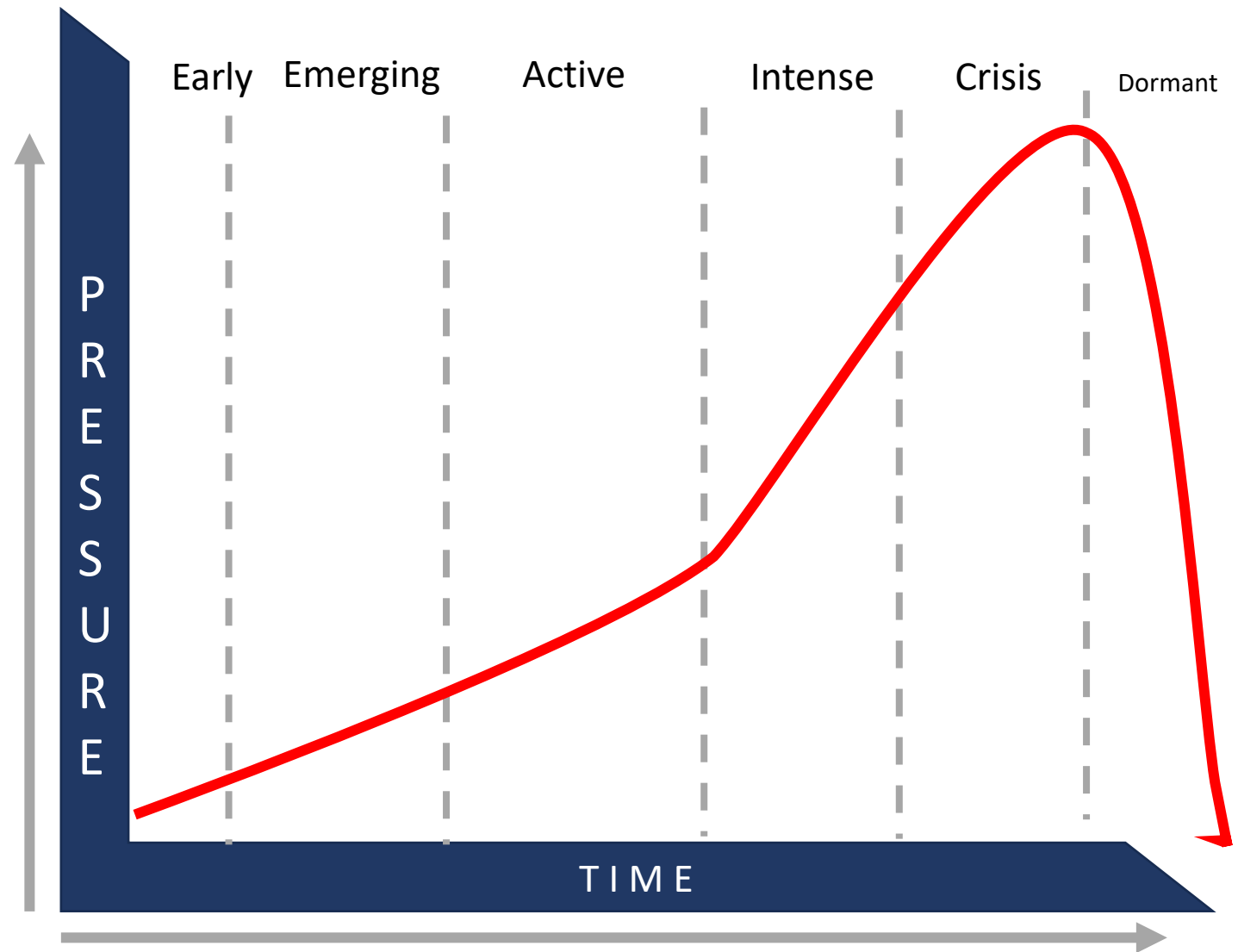
- Who speaks?
- What is the core message?
- Who is the audience?
- How are they conveying the message?

Every OIG employee must be trained in communications; each is a representative.



Issues Management

- Unsettled matter ripe for decision by public
 - Topic of public concern
 - Organizational decision or operation
 - May involve conflicting opinions of issue
- Scan, Monitor, Prioritize, Act, Assess



“An issue ignored is a crisis invited.” –Henry Kissinger

CRISIS COMMUNICATIONS PLAN



***if you're not talking
to the media,
somebody else is.***

Initial Response

- Assess the situation (& scan media)
- Gather preliminary facts
- Ability to get to location fast
- Coordinate with other agencies
- **Social media is imperative**

Basic messaging

- Assess public reactions/emotions
- Preliminary statement (essential)
- Assure: mission, safety, call to action, concern, gratitude, & expectations
- Future briefings/information releases

Follow-up & Review

- Investigation on-going; periodic updates
- Ensure appropriate follow-through
- Capture all media generated
- Review and identify lessons learned
- Conduct an after-action review

CRISIS COMMUNICATIONS KEYS

- Speak first—speak often
- Don't speculate
- Don't go 'off the record'
- Stay on the known facts
- Be open and concerned (not defensive)
- Never lie
- Make your point and repeat it, repeatedly
- Don't wage war with the media or others
- Establish yourself as the most authoritative source for information
- Stay calm, be truthful

MAKING STRATEGIC COMMUNICATIONS WORK



- Use all available tools
- Create a relationship
- Mobilize the audience to action
- Build trust and confidence
- Focus on stories, images, and outcomes

Leadership = Communication

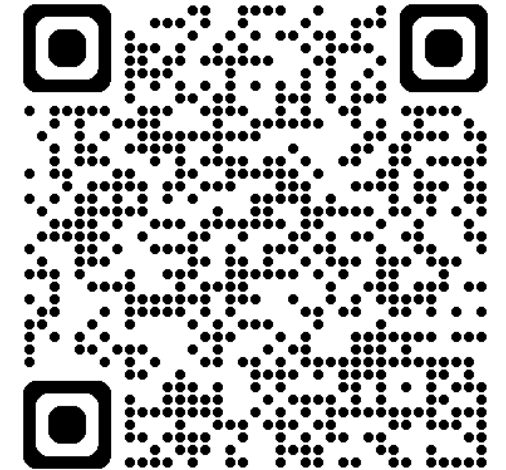


1. Write or revise your StratComm plan
2. Conduct a crisis communication TTX exercise
3. Join with peers for training, support, and information sharing



THANK YOU!!!

StratComm Resources, Links,
Publications, Associations...



Keep the
conversation
going!

