With the growing array of communication tools and strategies, local governments have even more opportunities to build trust and strengthen connection with their community. In the process, making innovation and taking documented risks for improved services potentially possible.
About the Alliance

- Convene and Engage Networks of Thought Leaders
- Identify, Distribute Leading & Emerging Practices/Trends Important to Local Gov
- Provide Training to help Organizations Build and Sustain a Culture of Innovation

@transformgov
@SlateComm
How To: GoToWebinar

Clicking the rectangle will place you in full screen mode.

Clicking the arrow on your Go To Webinar Toolbox opens and closes your viewer.

All attendees are muted, but we do want your participation!

Please ask your questions using your Go To Webinar Toolbox throughout the webinar.
Panelists

**Kim Newcomer**
Principal | Founder  
@kimnewcomer  
Slate Communications
BATTLING MISINFORMATION

How to Get Ahead of Communication to Build Trust and Ultimately Increase Support for Innovation
WHAT IS IT
WHY IT MATTERS
WHAT CAN WE DO ABOUT IT
WHO’S DOING IT RIGHT
MISINFORMATION
A FAMILIAR TUNE
HOW IT SPREADS

- WORD OF MOUTH
- SOCIAL MEDIA
- TRADITIONAL MEDIA
- WEBSITES – LEGIT AND NOT
- PODCASTS
- BLOGS
- UNINFORMED STAFF
- ELECTEDS SAYING THE WRONG THING
WHERE PEOPLE GET ONLINE NEWS IN THE US, 2017

NEWS SOURCE

- FAMILY
- OTHER
- EMAIL
- SEARCH
- SOCIAL MEDIA
- NEWS ORG.
QUIZ

1. Indonesian man’s body found inside python
2. Python gets stuck in Portland woman’s earlobe
3. Weasel Apparently Shuts Down World’s Most Powerful Particle Collider
WHY IT MATTERS

INFORMATION → CREDIBILITY → TRUST → TOLERANCE FOR RISK & FORGIVENESS
In 2014, 72 percent of Americans said that they trusted their local governments a "great deal" or a "fair amount," even though the trust level for government in general fell to a meager 24 percent that year.

The longer a person lives in a community, the less trust he or she has in local government.
EXAMPLES OF MISINFORMATION OCCURRENCES
SECRET MEETINGS
QUIZ

1. Jackson Husband & Wife Shocked After DNA Test Reveals They Are Biological Twins

2. Maine Launches Heroin Vending Machines To Make Sure Addicts Have Clean Needles, Good Drugs

3. Woman Arrested for Training Squirrels to Attack Her Ex-Boyfriend
WHAT CAN WE DO?

PREVENTION

CURE
PREVENTION:
ESTABLISH YOUR LOCAL GOV AS RELIABLE AND CREDIBLE

- START NOW
- TELL STORIES
- BE TIMELY & OUT IN FRONT
- RESPECT ALL VIEWPOINTS
- KEEP SPIN TO A MINIMUM
- EDUCATE SPOKESPEOPLE
- BE VISUAL
- MEET PEOPLE WHERE THEY ARE
START NOW

1. MAKE A PLAN
2. DEFINE TAKEAWAYS
3. GET ORGANIZED
4. COMMIT
TELL STORIES

1. FOCUS ON IMPACT, NOT SERVICE
2. KEEP IT SIMPLE
3. KEEP IT CREDIBLE
4. IT’S ABOUT PEOPLE
STOP SPINNING

1. TALK LIKE A HUMAN
2. ANSWER QUESTIONS DIRECTLY
3. ACKNOWLEDGE MISTAKES & THE UNKNOWN
4. SHOW YOUR WORK
PREVENTION:
ESTABLISH YOUR LOCAL GOV AS RELIABLE AND CREDIBLE

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CURE: GET BACK ON TRACK

BE DIRECT

RELY ON YOUR FRIENDS

EMOTION REIGNS

BUT KNOW YOUR FACTS

BE EVERYWHERE
EXAMPLES
We employed just three communications strategies.

NO: Charts Graphs News media PowerPoint presentations Cable Council meetings Press releases Brochures Town halls Articles
REDTAIL PONDS DEVELOPMENT

KEY POINTS

Homelessness is a real issue. In 2011, the Murphy Center for Hope served 1,267 homeless and individuals at risk for becoming homeless.

There is a growing need for affordable housing. The Fort Collins Housing Authority has a waiting list of 1,300 families and individuals hoping to secure affordable housing.

Fort Collins vacancy rate: 2.0%
Average rent in Fort Collins: $1,809
Average rent for 1-bedroom in Fort Collins: $801

FCHOUSING.ORG

GOOD NEIGHBOR STATEMENT OF OPERATIONS

WHAT:
The Fort Collins Housing Authority (FCHA) invites you to participate in a collaborative workshop to develop a Redtail Ponds Good Neighbor Statement of Operations.

WHEN:
August 12, 2011, 8:00 a.m. - 1:30 p.m.

WHY:
The FCHA is committed to implementing proven solutions to combat homelessness with positively contributing to the quality of Fort Collins neighborhoods.

COMMUNITY COMMITMENT

We are committed to implementing proven solutions to combat homelessness, specifically contributing to the quality of Fort Collins neighborhoods.

SCREENING CRITERIA

Next Step: Public Engagement
The City of Roswell's Rumor Page was created to eliminate false information and misconceptions by providing our citizens with the facts about issues and concerns within our community.

Rumor: The City of Roswell is not using Closure meetings appropriately.
Fact: The City of Roswell is using Closure meetings appropriately according to state law as defined by the Official Code of Georgia Annotated (O.C.G.A.). Find out more...

Rumor: Roswell's City Administrator screens Mayor and Council emails before they receive them.
Fact: The City Administrator does not screen the Mayor and Council emails. Find out more...

Rumor: The City of Roswell is not taking actions to protect our Historic District from development.
Fact: Mayor and Council are proposing to fund a Historic District Master Plan. Find out more...
Q&A

Kim Newcomer
Principal | Founder
@kimnewcomer
Slate Communications
Webinar Resources

Questions? Need Handout Copies? Contact Ryan Spillers at rspillers@transformgov.org
Save the Date!
Upcoming learning events:
http://transformgov.org/virtual-events

- 10/10: Customizing Budget Engagement for your Community - https://transformgov.org/events/customizing-budget-engagement-your-community (Part 2!)
Strengthen the Trust Between Local Govs and Their Residents Through Better Communications

Thank you for joining us today!