

# Communication Conundrums

Get Your Community's Message Across  
and Cut Through the Noise

Our municipalities have been faced with mountainous challenges this year with many of these situations playing out publicly online via various social media platforms. Many residents are looking to Cities as their local trusted resource for information regarding COVID-19, including case counts, local impact, and public safety information. Residents are also looking to Cities to provide their response plans to handle civil unrest issues that may occur. Business owners are also looking to local governments for help with how to handle the pandemic and financial assistance. Each of these scenarios requires that municipalities have effective communications platforms and processes in place.

Historically, our municipalities have faced various crises but haven't quite experienced such a large number of challenging situations simultaneously that focus so much attention on the municipal response. In today's environment, many of us have found ourselves in the position of writing and rewriting communications and wondering how to get the word out the public. In challenging times like we face today, how should municipalities be handling their communications when balancing the many crises our communities are facing while also not losing sight of other important information? Further, how should municipalities navigate the social media armchair quarterbacks, critics, trolls, and the many legitimate questions in today's environment and what are the most effective platforms to reach your residents.

This session will serve to provide applicable pointers and advice for communications best practices during crises and emergencies and also how to best engage the public to convey your community's message. Communications experts **Dave Bayless** with Bayless Communications and **Jennie Vana** with Metro Strategies will provide expert advice during this one hour session on how our communities can best manage communications in today's multi-faceted and rapidly evolving environment.



Presented by  
the ILCMA  
Professional  
Development  
Committee

December 16  
11:30-12:30PM  
via Zoom

\$15 registration  
\$10 Student  
\$40 Three or more  
from the same  
organization

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