

Crisis Communications Skills for Local Elected Officials

Communicating in a Crisis, From Pandemic to Protests

August 21, 2020

Online Class via Zoom

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|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 10:00 am | Welcome and Introduction of Instruction |
| 10:05 am | Interactive Lecture with Exercises/Polls |
| 11:05 am | Introduce Breakout Discussion Topics
Brainstorming/Sharing best practices/what has or hasn't worked to connect with citizens effectively communicating during recent crisis |
| 11:10 am | Breakout Discussions |
| 11:40 am | Group "Reports" (highlights/conclusions of each groups discussion) |
| 11:50 am | Wrap-Up and Q&A |
| 12:00 pm | Adjourn |