



HOW TO FRAME AND TELL YOUR STORY

Jennifer Finch, Weld County PIO
CCI Summer Conference





WHY SHARE YOUR STORY?

**If you don't, someone else will, and
you might not like what they say.**

- **Traditional media**
 - **New media**
 - **Social media**



WHY SHARE YOUR STORY?

Trust is in short supply.

**You have an obligation to your
residents to build a relationship of
trust – especially as public servants.**



**WHY SHARE
YOUR STORY?**

Context is crucial.

WHAT IF THE FIRST IMPRESSION WAS THE ONLY IMPRESSION?

EXAMPLE 1

- Young man went into the military and served during the war, instead of getting promoted for his service he was demoted.
- Started several businesses, which failed.
- Went bankrupt – twice.

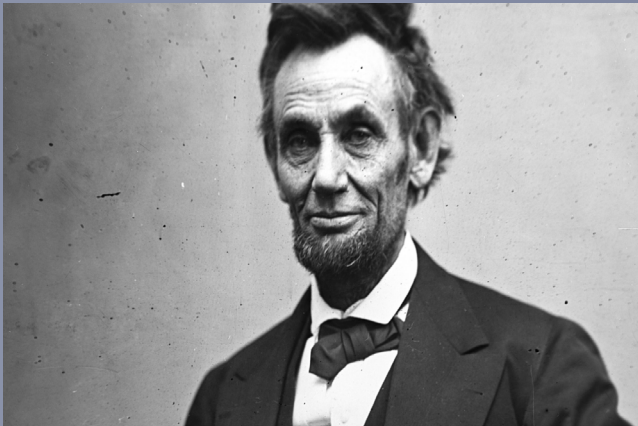
EXAMPLE 2

- Struggling single mom.
- Suffered from severe depression.
- Welfare recipient.

EXAMPLE 3

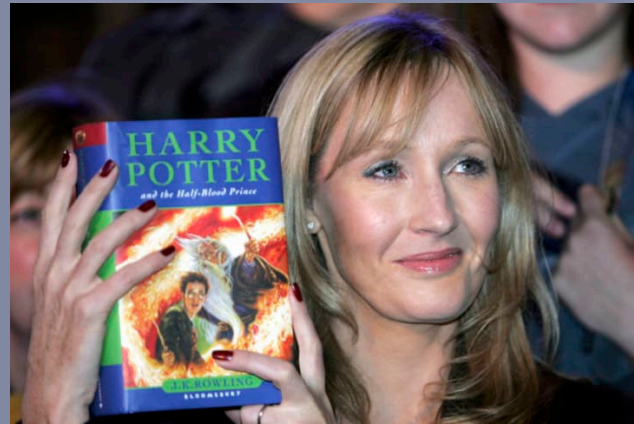
- Rejected from one college.
- Dropped out of another college he managed to get into.
- Didn't finish his BA degree until 35 years later.

YOU'D MISS THE BIG-PICTURE STORY



ABRAHAM LINCOLN

Lawyer, statesman
and 16th President
of the United
States and
abolished slavery.



J. K. ROWLING

Author of the
Harry Potter
series of books;
sold at least 500
million copies.



STEVE SPIELBERG

Blockbuster
director of films
such as E.T.,
Indiana Jones,
Jurassic Park, and
more.

YOUR AGENCY IS A BOOK

**The work your agency does are
the book's chapters:**

- **project**
- **awards**
- **deadlines**
- **accomplishments**



SO, LET'S GET STARTED TELLING YOUR STORY

- What is a story
- Establishing a consistent line of communication and information with the public.





BUILDING RELATIONSHIPS

DEPARTMENTS/EMPLOYEES

Find your news

Community service

Reminders, deadlines,
public notices

Efficiencies

Honors or awards

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RESIDENTS

Survey residents

Share information you
have that helps them
in their daily lives

Celebrate community

Community Partners

MEDIA

There are good and not so good reporters, just like there are good and not so good people in any profession. However, they have a job to do just like you do. Working with them is always better than working against them.



**THERE IS A DIFFERENCE BETWEEN NOT LIKING A STORY
AND STORY THAT IS FACTUALLY WRONG**

FACTUALLY CORRECT = GOOD STORY. EVEN IF YOU DON'T LIKE IT.

MEDIA DOESN'T HAVE TO REPORT FAVORABLY, JUST FACTUALLY.



COVID AIN'T GOT NOTHIN' ON THIS

Mine your stories; projects people want know about

Find your message, your key points

Know your tools; know how to use them

Know your audience, who are they and how they receive information

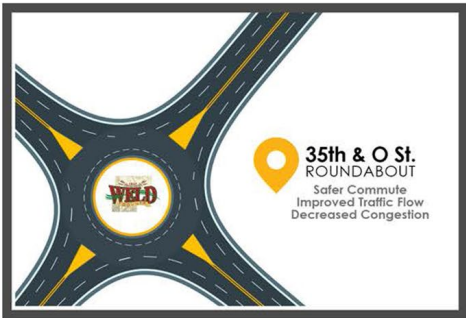
Each story you tell has a different communication strategy...but your communication foundation (the goals, the tools, the approach) is the same





I don't like roundabouts. Perhaps more accurately, I don't do roundabouts.

If I approach one unexpectedly, the nerves in my stomach cause my head to look frantically for a side street, or yes, parking lot to cut through to avoid taking it. If GPS directions forecast me taking one, I can't hit the "alternate route" button quickly enough — extra travel time never factors into the decision — and if there's no way to avoid one, I seriously consider if I really need to travel to my end destination. In the off chance I am forced to go through one, get ready for a heavy dose of complaining followed by my continual championing of the more traditional traffic control methods like the stoplight and stop sign.



Date 05/09/22

What to look for as construction continues

Last week's activities on the 35th Ave. and O St. roundabout project were limited as overnight rainstorms forced crews from IHC Scott to let the ground dry out before continuing work.

With the goal of having the roundabout complete and open by mid-August, here's some of the things that will be happening in the coming months:

This month - Beyond trucks continuing to import dirt, storm pipe installations will begin, and utility line relocations will continue. The concrete batch plant is also expected to be erected by the end of the month.

June - Crews will work on storm pipes and structure installations as well as placing base course material. Crews are also aiming to start laying concrete in June. These activities will kick off the second phase of the project and require a 45-day closure of the entire intersection to complete the project. **The earliest expected date for the closure is June 20, although that can change depending on construction progress. More information will be made available as the closure date nears.**

July - During the 45-day closure, crews will be completing tie-in work, asphalt and concrete paving, and pond and shoulder work. Streetlights will also be installed to improve visibility for those traveling through the roundabout at night.

Concrete batch plant parts coming this week

A big feature of this roundabout is the fact the road surface will be made of concrete. This enables the driving surface to hold up better against heavy machinery and truck traffic as concrete lanes can last up to 30 years without the need for repair.

The batch plant will be erected on concrete slabs which crews have already placed onsite. Parts for the batch plant will be brought into the work zone this week, and the plant is anticipated to be erected and making concrete by the end of this month.



An aerial view of the concrete slabs that will serve as the base for the batch plant. (Photo courtesy of IHC Scott)



HOW DO YOU GET STARTED OR 'UP' YOUR COMMUNICATIONS GAME?

- One bite at a time
- Be consistent with your cadence, whatever that may be
- Let people know where you are putting information





THE END

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