
$$\frac{I + C}{E} = \text{Pi @ } 80\%$$

The background of the image features a bright blue sky filled with soft, white, fluffy clouds. In the lower portion, a grey road with white dashed lane markings curves to the right, bordered by a vibrant yellow curb. The overall scene is bright and clear, suggesting a positive or forward-looking context.

**Why is
80%
acceptable?**

**How do we
get to 80%?**

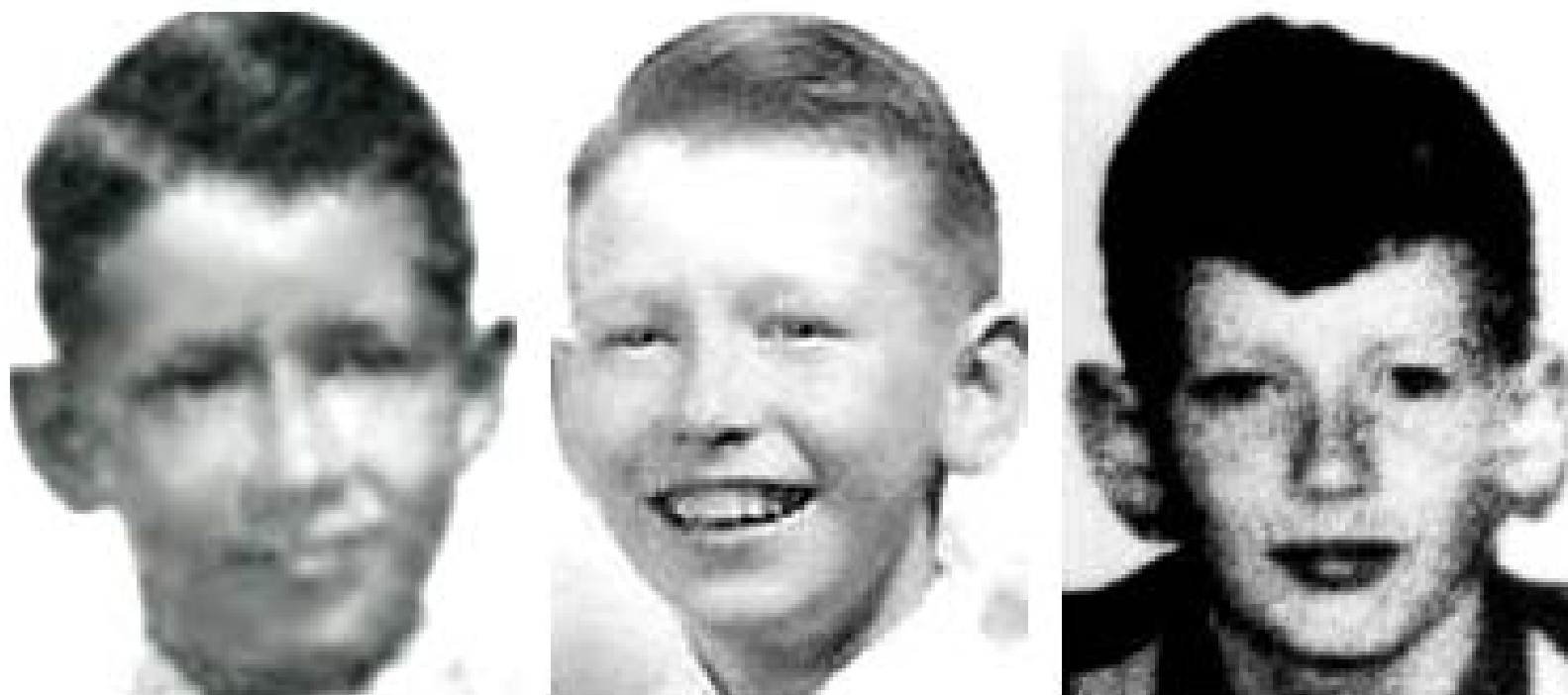




**Invest Time
in a Public
Involvement Plan**

Public Involvement Components

- Consult with someone in public relations/communications
- What's your objective/outcome?
- What are your key points?
- Who are your key audiences/stakeholders?
- What tactics work for this audience?
- Who is responsible for each?
- What's your timeframe?
- Will it cost anything? If so, how much?



Above Images: William, circa 1967

William Hoag, Joel Hoag and Craig Dowell

April 19, 2006 @ 3:30 p.m.



April 20, 2006 @ 10 a.m.

Our strategy...

- ▶ Be transparent in our communications and findings and delay the project as little as possible, yet show compassion to the public for the missing boys.

Our objective/key message...

- We understand there is desire to at least look for any signs of these boys in this area, and we will do this as quickly and efficiently as possible.

April 21, 2006 @ 10 a.m.



Press Conference





July 1, 2006 @ 7 a.m.



Credibility



Listen. Respond

- **Stay focused.**
- **Use open-ended questions.**
- **ALWAYS Respond. But don't react.**
- **Be respectful.**
- **Be mindful of tone (verbal or written).**
- **Reference past successes.**
- **Keep your words simple.**

Credibility Destroyers

- Bad information source
- Don't take concerns seriously
- Be defensive
- Be unavailable/don't respond
- Be dishonest . . . pretend . . .
insincere

Empathy



Exercise

Customer: Closing the media crossover will create a safety hazard for me and other drivers, because I now have to drive my tractor on a four-lane, busy, high speed highway to get to the interchange, cross it, then go back the other way, only to get to the other part of my farmland. Why would you do that?

What Tools Can You Use?

- **Traditional - Face-to-face, phone calls, hang out at the coffee shop**
- **Social media – Facebook, website, e-mail lists, personal e-mails**
- **Texting**
- **Speaker's Bureau**
- **Area meetings**
- **Employer cafeterias; employee newsletters**

Sample Communication Plan

Communication Plan w/ Hannibal Public School
Let's Get Moving on McMaster's construction project
Summer 2018

Contacts: Primary – Rich Stilley, business manager, rstilley@hannibal.k12.mo.us
Susan Johnson, superintendent, sjohnson@hannibal.k12.mo.us
Matt Nimmo, principal of middle school, mnimmo@hannibal.k12.mo.us
Ted Sampson, principal of high school, tsampson@hannibal.k12.mo.us
Brent Meyers, director of the career and technical center, bdmeyer@hannibal60.com
Brian Haeffner, P.E., area engineer for MoDOT, brian.haeffner@modot.mo.gov
Marisa Ellison, communications manager for MoDOT, marisa.ellis@modot.mo.gov
Lissie Wade, communications specialist for MoDOT, lissie.wade@modot.mo.gov

Target audience: Parents, students, faculty, staff of Hannibal Middle and High Schools;
secondary audience: parents, students, faculty, staff of Hannibal public school system, including Holy Family School.

Key points:

- Bross Construction is the contractor
- Project awarded for \$5.2 million
- Resurfacing 4.2 miles all lanes of U.S. 61/McMaster's Avenue from just north of MO 168 intersection to Warren Barratt Drive
- Intersection improvement at Stardust/Pirate Pride Drive – these streets will be closed at intersection to make improvements which include a fully functional crosswalk on all corners – Closure starts June 18 and could go up to August 6
- Replacing sidewalk and curb and gutter along east side of highway between Stardust Drive and I-72 interchange; reconstructing some driveway entrances
- There will be no left turns on McMaster's Avenue between Stardust/Pirate Pride Drive and I-72 interchange to do curb and gutter work up to 80 days.
- New sidewalk between Stardust Drive and Long John Silvers
- There will be 2 northbound and 2 southbound open lanes for traffic; no center turn lane
- Work will begin in spring and project completed in fall 2018
- Details online at <http://www.modot.org/northeast/LetsGetMovingonMcMastersAvenue.htm>

Tool to Use	Implementation	Responsibility	Timeline
Middle School open house	Table with information	Rich/MoDOT	March 15
Board meeting	Staff will update	Susan/Staff	March 21
PTO meetings (middle and high schools)	After board meeting and when we know construction will begin	Rich/Marisa/MoDOT	March/April
School Messenger (voice, text, email)	Hannibal Public School and Holy Family School – identify benchmarks and changes in project: beginning construction; closure of turn lane; closure of Stardust intersection; work completed. This, in addition to any other messages the school sends out about programs, games, etc., reminding people about the construction	MoDOT/Rich	Ongoing – begin when we know project will start
Send link to video			
Flyers for elementary students	Provide enough flyers for each elementary student outlining project – to go home with them in 3 rd quarter grade card	MoDOT will prepare/school will insert	March??
Board meeting	Update	MoDOT/Susan	April 18
Presentation to school bus drivers		MoDOT/Rich/Scott	April
Include link to video and QR code on school web sites		Rich/MoDOT	April
Notify Rich when MoDOT posts on Facebook	Share on School District FB page	Lissie/Rich	Ongoing
School TV – show video	Provide video to school – run often as soon as we know when it begins	Lissie/Rich	April/May
Kindergarten Screening		MoDOT	April
Information on Porter Stadium marquee	Develop "ad" for marquee	Lissie/Rich/Ted	April
Information on high school marquee out	Coordinate message with school messenger messages	Lissie/Rich/Ted	April??



**No Money Back
Guarantee**