



THE TEN COMMANDMENTS OF COMMUNITY RELATIONS PLANNING

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PURPOSE

- Help you better understand the functions of a community relations plan
- Help you understand how to design goals, strategies and tactics
- Provide you practical and proven advice to help you choose appropriate techniques (tactics)

PROCESS

- Interactive lecture and HIGH level of participation from participants
- Case studies – your's and mine
- Examples – your's and mine
- Requires a high level of involvement from you

"PAY-OFF" OR DESIRED OUTCOME

- You will have a better understanding of what you need to do and how to build a community relations plan
- You will be better acquainted with tools and techniques you can use

WHAT YOU WILL LEARN ...

- The differences between CR goals, strategies and tactics or techniques
- What tactics or techniques have worked well based on our experiences and those of the participants in the workshop

OPERATING PRINCIPLES

- Workshop starts and stops on time
- Turn off cell phones, pagers
- Get your needs met
 - Informal learning atmosphere
 - You are responsible for your learning

THE TEN COMMANDMENTS OF COMMUNITY RELATIONS

- Plan Early
- Do Your Homework
- Develop A Strategic Plan
- Budget For It
- Be Proactive
- Package Your Project
- Handle The Politics
- Identify Supporters
- Manage The Media
- Manage Public Interactions

FOUR KEY AREAS

- **THE R – P.I.E. APPROACH**
 - RESEARCH
 - PLAN
 - IMPLEMENT
 - EVALUATE

STRATEGIES

- **strat·e·gy**
2 a : a careful plan
or method : a clever
stratagem **b** : the art
of devising or
employing plans or
stratagems toward a
goal

Example

Strategy - Engage in a proactive, consistent, personalized, resilient stakeholder involvement plan built on and evaluated by the IAP2 value statements

RESEARCH SOURCES

- PRIMARY
- SECONDARY
- Internet resources
 - Metacrawlers and Metasearch Engines
 - <http://searchenginewatch.com/links/article.php/2156241>

GOAL SETTING

- **goal** : the end toward which effort is directed
- **EXAMPLE** – Goal of the XYZ project is to complete it on time on budget with no lawsuits filed and with support from the key stakeholders during and especially at the conclusion

VALUES-BASED PLANNING

1. The stakeholder should have a say in decisions about actions that affect their lives.
2. Stakeholder participation includes the promise that the stakeholder's contributions will influence the decision.
3. ... process communicates the interests and meets the process needs of all participants.
4. ... process seeks out and facilitates the involvement of those potentially affected.
5. ... process involves participants in defining how they participate.
6. ... provides participants with the information they need to participate in a meaningful way.
7. ... process communicates to participants how their input affected the decision.

INCREASING LEVELS OF STAKEHOLDER INVOLVEMENT

- INFORM → CONSULT →
- INVOLVE → COLLABORATE →
- EMPOWER

TACTICS AND TECHNIQUES

- Decision Making Tools
- Events
- Gatherings
- Visual Communications
- Written Communications
- Community Outreach
- Collecting Information
- Facilitation Techniques
- Organization

DECISION MAKING TOOLS

- Action Agendas
- Consensus Building
- Defining Issues
- Goal Setting
- Setting Priorities
- Vision Creating

EVENTS

- Art Projects
- Awards
- Conferences & Symposiums
- Festivals
- Field Trips

GATHERINGS FOR STAKEHOLDERS

- Charrettes
- Meetings
- Open Space
- Workshops

VISUAL COMMUNICATIONS

- Displays
- Presentations
- Videos

WRITTEN COMMUNICATIONS

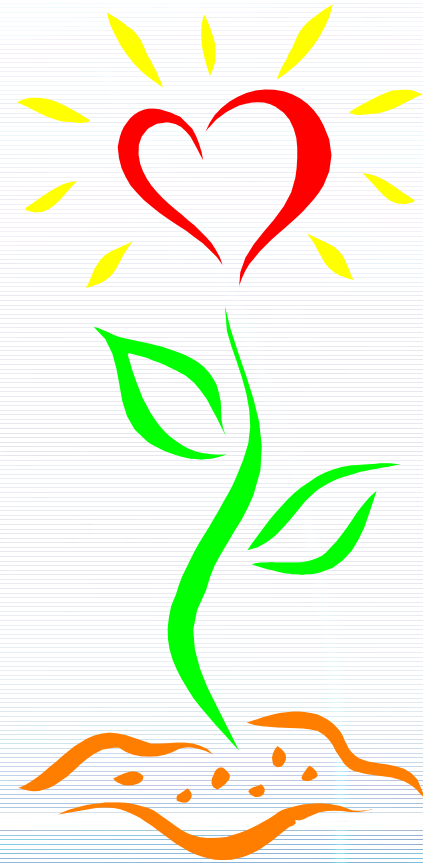
- Brochures/Flyers
- Newsletters
- Newspaper Questionnaires
- Press Releases

FACILITATION TECHNIQUES

- Active Listening
- Brain Storming
- Break-Out Groups
- Dialogue
- Flip Charts
- Ice Breakers

ORGANIZATION

- Partnerships
- Project Steps
- Task Forces
- Volunteers
- Work Plans



COMMUNITY OUTREACH

- Networking Database
- Postcard Mailings
- Press Conferences
- Speakers Bureau
- Telephone and Email
- Websites

LAGNI APPES

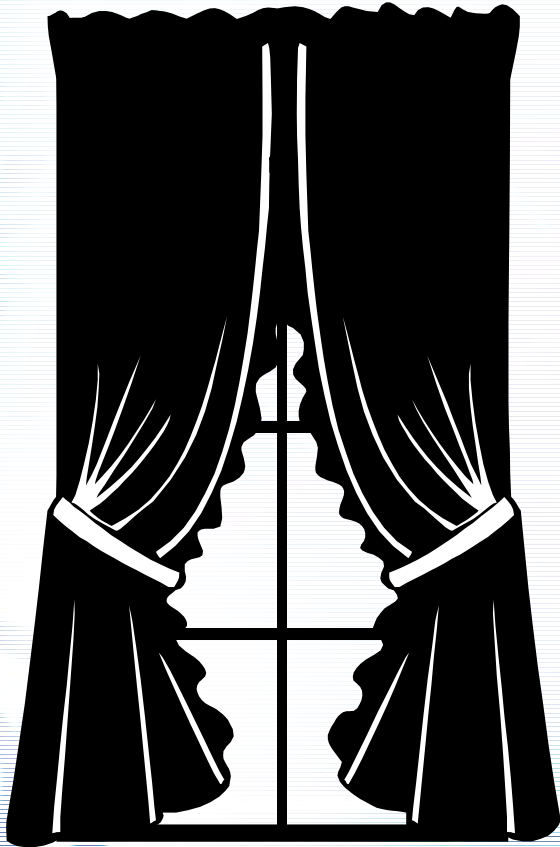
- The following tips and techniques are provided to you as a value –add to this workshop.

SPEAK SIMPLY NOT TECHNICALLY!

- The Armstrong list of simple terms to use with the public and media
- Handout

“We recommend that residents living within a half-mile be disassociated from the site,” said Katrina Pollard, spokeswoman for the Agency for Toxic Substances and Disease Registry, a sister agency of the Centers for Disease Control. “There’s no real health threat, but they’re being real conservative about it because this has never been done.”

"INTERFACE, REPLICATE, EXACERBATE ..."



- Only in your bedroom
- Never in PUBLIC
- K.I.S.S.
- Repeat important points
- Offer supportive materials

FORMULA FOR PRESENTATION SUCCESS



- K.I. S.S.
- Talk to my 72 year old Mother
- Brevity +
- Conciseness +
- Clearness =
- Understanding

STOP and THINK!

- Engage your brain before you engage your mouth
- Don't worry about the silence, it is truly "golden"



PAUSE and BREATHE

- If you are attacked by a reporter or stakeholder ---
- Pause and breathe, figure out what question would have been asked by a decent person and not an antagonist.



BE ANIMATED



- Babies in cribs don't hold back signals from adults
- The more animated you are in a public meeting the more likely you will communicate better with your audience

BE QUOTABLE

- *"I knew John Kennedy. You sir, are no John Kennedy."*



MORE IMPORTANT, BE MEMORABLE



• *“You can’t fatten a hog, by weighing it.”*

–Teacher speaking at National NEA Conference discussing NEA Standardized Tests.

• *“She works in that strip club and she is wearing pastries.”*

– Former Sheriff in Kentucky

• *“I did not have sex with that woman.”*

– Former President William Jefferson Clinton as he wagged his crooked finger

MEMORABLE MOMENTS

- Use “show and tell” when you can
- People will remember “Soil-crete” because they touched it



BE MEMORABLE

- Tell stories - Will Rogers
- Share anecdotes - Pres. Ronald Reagan
- Provide examples - Bill Clinton
- Have a “show and tell” item to pass around or show - Ross Perot
- Personalize the information - Darryl Armstrong

RELATE

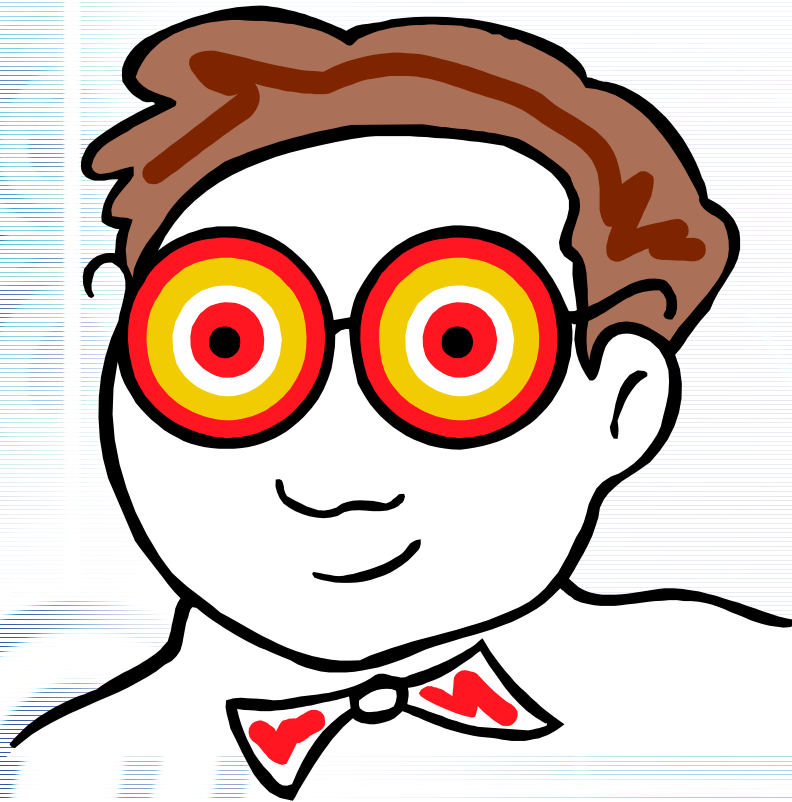
- Talk with the audience
- Not at the audience
- Relate the information to her or her family:
 - *“Imagine your child playing soccer on this field some day when it’s turned into a park. You would want it to be cleaned up, wouldn’t you?”*

SPEAK WITH 'PRIDE'

- Show that you have pride in what you do by sharing with enthusiasm what you do and how you do it



COLLECTING INFORMATION



- Focus Groups
- Group/Public Mapping
- Inventory
- Photo Inventory
- Public Surveys
- Stakeholder Analysis
- Story Telling

ELIMINATE - THAT MEANS "GET RID OFF"

- Buzzwords
- Negatives
- Accusations
- Acronyms
- Technical language
- Colloquialisms



THINGS NOT TO DO WITH YOUR HANDS

- No pounding of the air (Fidel Castro)
- No finger pointing (Bill Clinton)
- No hands waving (Jimmy Swiggart)
- No covering of crotch - "Fig Leaf"
- Hands behind back "Royalty at ease"
- Arms folded - "Female Fig Leaf"

TIPS TO USE YOUR VOICE EFFECTIVELY

- Keep image of baby in mind
 - Musical and quiet
- Conversational tone
- Don't ask if they can hear you in back of room
 - President Reagan never spoke above a whisper
- Learn to perform with your voice so you look natural

AVOID THE "HPPF"

- The High Pompous Posterior Factor
- Police Officer to Desk Sgt... *"I caught this guy with coke."*
- Police Officer in Press Conference:
 - *"We apprehended this suspect with a white substance that is being evaluated to determine if it is a controlled substance."*

YOUR KEY TO SUCCESS

- **PREPARATION**

- Facts and figures in advance
- Anticipate tough questions
- Prepare your answers
- Practice, practice, practice
- Prepare and rehearse 3 key messages
- Speak simply
- Talk to your 72-year old Mother

COPIES OF MATERIALS

- THE TEN COMMANDMENTS OF COMMUNITY RELATIONS
- THE THE 20 KEY ITEMS ESSENTIAL FOR A SUCCESSFUL MEETING – A MEETING CHECK LIST
- TECHNICAL TERMS AND PROPOSED ALTERNATE TERMS TO USE WITH THE PUBLIC AND THE NEWS MEDIA
- www.armstrongandassociates.org

WARRANTY

- Call us anytime in the next 12-months for advice, counsel and help
- 1.888.340.2006 (Darryl or Kay Armstrong)
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- Visit our Web site (Below)