

Never Get Misquoted Again!

Communication Cues for County Commissioners



CLARK COUNTY
OHIO

Connections. Communities.
Opportunities.

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Communication for 12+ years
- Former Communication Director
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- Clark County Commissioner, 2nd
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- 2nd Generation Clark Co.
Commissioner
- Mother of 3 farm kids



Today's Session

- 10 Tips You Can Use in 3 areas:
 - Interviews
 - Handling Difficult Situations & People
 - Social Media
 - Public Meetings
 - Branding Your County and Yourself

COMMUNICATION CUE 1

“You didn’t get
misquoted. You
misspoke.”

27/9/3

Message 1	Message 2	Message 3
Clark County experienced a malware attack on our network today.	We're using all resources available to investigate and restore the network.	There's no evidence of a data breach.

COMMUNICATION CUE 2

Compassion

Conviction

Optimism

C-C-O

Message 1	Message 2	Message 3
We're concerned about the impact of today's malware attack on Clark County residents and employees.	All available resources have been deployed to investigate and restore our network.	There's no evidence any data has been compromised.

COMMUNICATION CUE 3

The media is not
your audience.

COMMUNICATION CUE 4

IDK is OK.

COMMUNICATION CUE 5

Ways to say “no comment” without saying “no comment.”

THE “NO COMMENT” COMMENT

- We’re asking the same questions right now.
- I don’t have that information at the moment.
- Let me ask someone and get back to you.
- This is an ongoing investigation, so I’m not at liberty to comment.

COMMUNICATION CUE 6

Trolls & other trends

CAN I JUST BLOCK THEM?

1. Look at their profile -- Block IF: directly insult, have no connection to your community, regularly disrupt or comment off-topic
2. Disagreements -- Don't argue with people who insist on being right. And DON'T BE that person!
3. Correct disinformation
4. When to shut it down

COMMUNICATION CUE 7

Public Hearings Roberts Rules of Order

Robert's Rules of Order Motions Chart

Part 1, Main Motions. These motions are listed in order of precedence. A motion can be introduced if it is higher on the chart than the pending motion.
 § indicates the section from Robert's Rules.

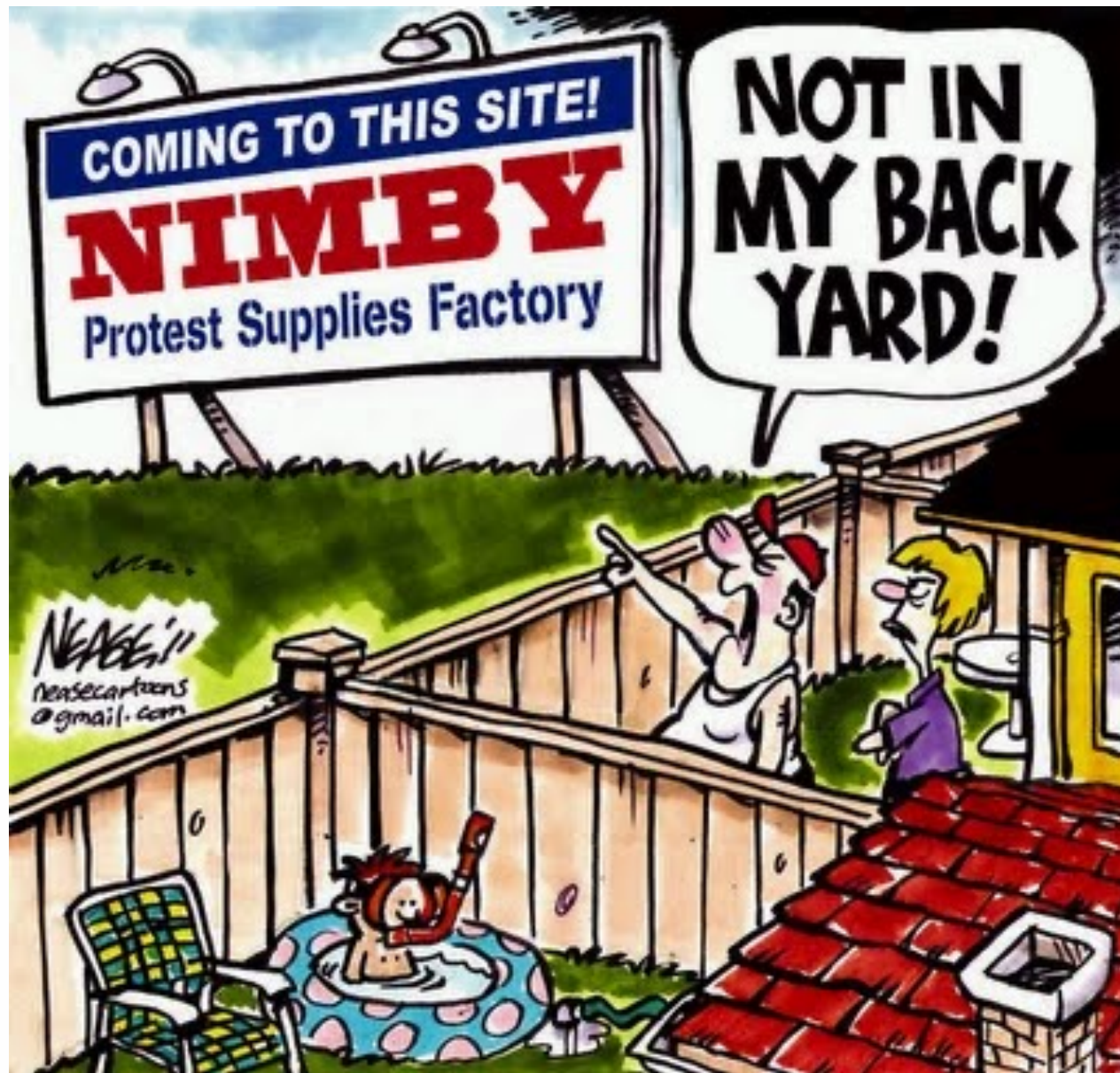
§	PURPOSE:	YOU SAY:	INTERRUPT?	2ND?	DEBATE?	AMEND?	VOTE?
§21	Close meeting	I move to adjourn	No	Yes	No	No	Majority
§20	Take break	I move to recess for ...	No	Yes	No	Yes	Majority
§19	Register complaint	I rise to a question of privilege	Yes	No	No	No	None
§18	Make follow agenda	I call for the orders of the day	Yes	No	No	No	None
§17	Lay aside temporarily	I move to lay the question on the table	No	Yes	No	No	Majority
§16	Close debate	I move the previous question	No	Yes	No	No	2/3
§15	Limit or extend debate	I move that debate be limited to ...	No	Yes	No	Yes	2/3
§14	Postpone to a certain time	I move to postpone the motion to ...	No	Yes	Yes	Yes	Majority
§13	Refer to committee	I move to refer the motion to ...	No	Yes	Yes	Yes	Majority
§12	Modify wording of motion	I move to amend the motion by ...	No	Yes	Yes	Yes	Majority
§11	Kill main motion	I move that the motion be postponed indefinitely	No	Yes	Yes	No	Majority
§10	Bring business before assembly (a main motion)	I move that [or "to"] ...	No	Yes	Yes	Yes	Majority

Part 2, Incidental Motions. No order of precedence. These motions arise incidentally and are decided immediately.

§	PURPOSE:	YOU SAY:	INTERRUPT?	2ND?	DEBATE?	AMEND?	VOTE?
§23	Enforce rules	Point of Order	Yes	No	No	No	None
§24	Submit matter to assembly	I appeal from the decision of the chair	Yes	Yes	Varies	No	Majority
§25	Suspend rules	I move to suspend the rules	No	Yes	No	No	2/3
§26	Avoid main motion altogether	I object to the consideration of the question	Yes	No	No	No	2/3
§27	Divide motion	I move to divide the question	No	Yes	No	Yes	Majority

COMMUNICATION CUE 8

When NIMBYs are
your attendees, use
EASE



COMMUNICATION CUE 9

What's your brand?



CLARK COUNTY OHIO

Connections. Communities.
Opportunities.



CLARK COUNTY
OHIO

Connections. Communities. Opportunities.

- Clear, memorable messages
- Framework to help visualize, explain and experience all that your county has to offer
- Including, but not limited to, county government services
- You are the most important bearer of your county's brand!

COMMUNICATION CUE 10

Cans are for soup,
not for speeches.

