COMMUNICATIONS FOR
LOCAL GOVERNMENT AWARENESS WEEK

LGAW provides a platform for expanding your community's understanding of the priorities, services, and programs provided by your local government.

1. Identify your objective

The activities and events that you develop for LGAW should flow out of a communications objective (for example, "to increase public knowledge of our community's core infrastructure" or "to promote awareness of our efforts to become carbon neutral"). Integrate communications considerations in all facets of your LGAW planning.

2. Take a residents' point of view

As you are considering your communications objective, consider the questions and concerns that are commonly raised by residents in your community. Are there are any "top of mind" issues that need to be addressed before local residents will give you their attention?

3. Identify your key messages

Develop two or three key messages that support your objective and integrate them within your events and activities. These messages should be simple and memorable.

4. Assess your communication assets

Consider the assets that provide points of contact with your community (conventional media, social media, partnering opportunities, and existing community gathering places). What are the lessons learned from previous public engagement processes undertaken by your local government?

5. Make it easy for media

Consider having someone on staff write an article about local government. Local media are often stretched and will likely use some or all of a well written and informative article that is delivered to them. Hiring a freelance writer from the community to bring an objective eye to the project can help, too.

6. Think small

Boil things down to a human level. Telling the history behind a civic fountain can lead to the larger subject of public art, civic buildings or heritage issues. A story about a venerable tree on city property can lead to a wider story on a local government's parks services, the environment, dedicated employees or contracted services.

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