



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

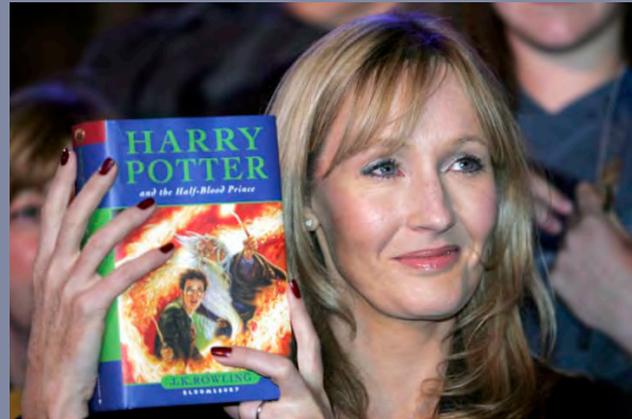
- Rejected from one college.
- Dropped out of another college he managed to get into.
- Didn't finish his BA degree until 35 years later.

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.**



Once Upon a Time..





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.

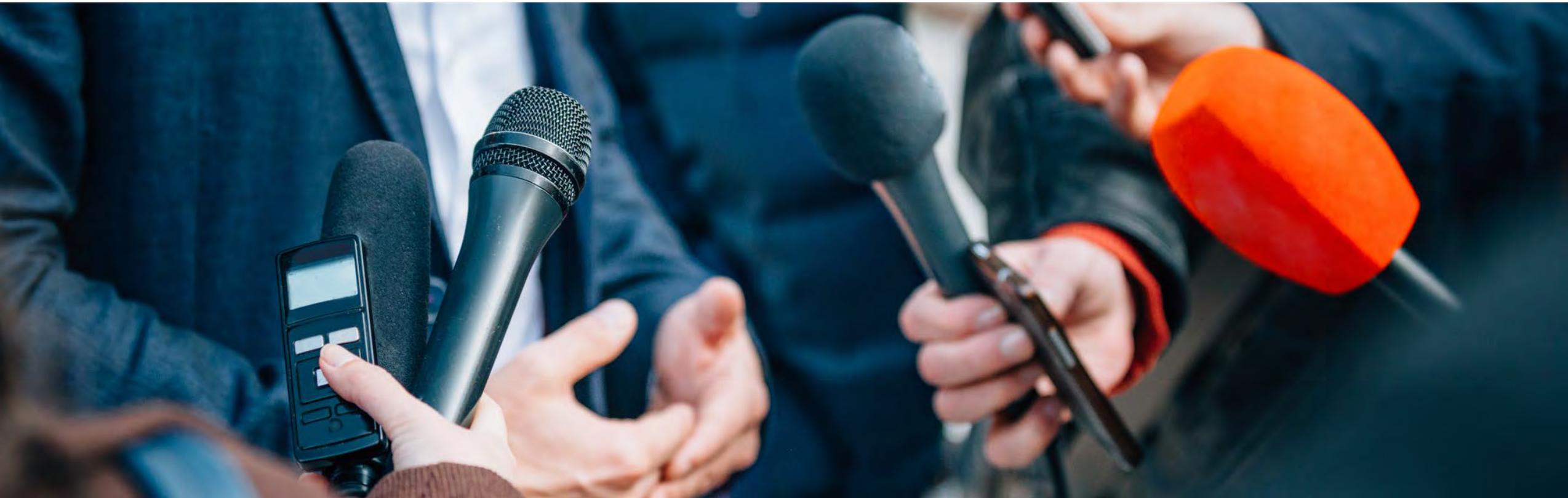




**THERE IS A DIFFERENCE BETWEEN NOT LIKING A STORY
AND STORY THAT IS FACTUALLY WRONG**

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





COUNTYROOTS

THE OFFICIAL NEWSLETTER OF WELD COUNTY GOVERNMENT



COME ROUND TO THE IDEA OF COUNTY ROUNDABOUTS

WELD

Educational **February 7, 2022**

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)

Weld County Government
Published by Hootsuite · April 21 at 12:00 PM · 🌐

Last Thursday, sub-excavation work began on the east leg of the 35th Ave. and O St. roundabout. This work ensures a sturdy base for road to be constructed on. Before a road can be constructed, it's necessary to make sure the ground beneath it is compacted and can withstand the weight that will be applied to it by new traffic.

Want more updates on the 35th Ave. and O St. roundabout? Get them sent directly to you by signing up for email alerts. Visit our newsletter page at [ht...](#) See more

weldgov @weldgov · Mar 28

The first phase of the 35th Ave/O St roundabout project moved forward Monday with approval from the BOCC Commissioners to close the northbound lane of 35th Ave. north of O St. to WCR 66 (AA St.). Read more about the project by clicking on the news tab at [weldgov.com](#).

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What is the Clear Creek County FORUM?

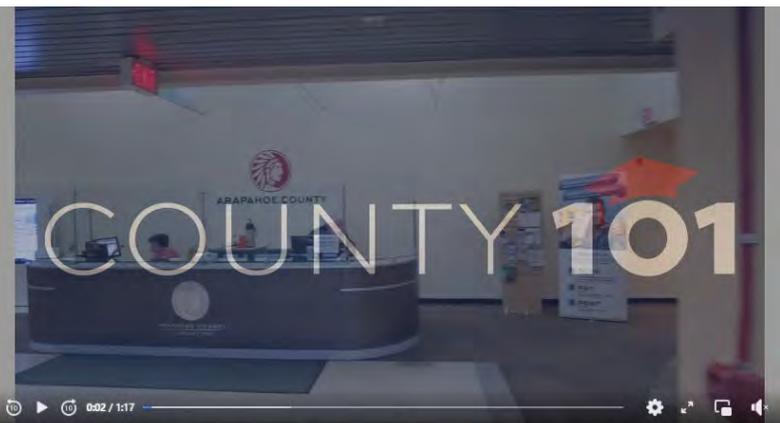
The Clear Creek County Forum is a place where you can ask questions, share information, and connect with other residents of Clear Creek County. It is a free and open forum for all to use.

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By now you're aware that Arapahoe County is run by a board of commissioners, but you may still be wondering exactly what commissioners do. As part of our County...

Like Comment Share

3 - 161 Views

Visit ["Where can I get vaccinated"](#) or call 1-877-COVAXCO (1-877-268-2926) for vaccine information.



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Milky Way over Medano Creek and Dunes

The Great Sand Dunes is a certified International Dark Sky Park by the International Dark Sky Association. Photo Credit: NPS/Patrick Myers

[Read More](#)

Welcome to Alamosa County!

Our thriving community is home to over 15,000 residents. Alamosa is the commercial hub of the San Luis Valley and the gateway to the Great Sand Dunes National Park and Preserve.

Equipped with prime agricultural land, innovative businesses in energy, industry, cultural heritage, and transportation, Alamosa County residents and visitors also enjoy access to some of Colorado's best wilderness and outdoor recreation. Our climate is perfect for the agricultural production of barley, potatoes, alfalfa, and with 350+ days of sunshine a year, we are one of the most productive locations for solar power plants in the U.S.

We are in a Stage 1 Fire Ban until further notice. Started at 8:00 am May 9th.

Lane 6 North Construction

Summer Route Closure of Lane 6 N between Mosca and Great Sand Dunes NPP begins May 15, 2022

The project will impact traffic on Lane 6 between CO Hwy 17 and CO Hwy 150 and eliminate through access beginning May 15 and continuing to September 1, 2022. The project is divided into East and West Sections and each section will experience full closure of both lanes 24 hours per day as noted below. During this period, visitors to the Great Sand Dunes National Park and Preserve should avoid Lane 6 and instead detour south to US Hwy 160. The road will be completely open, 24 hours, from May 27 - June 5 to provide access for travelers accessing the national park unit and other public lands before, during and after the Memorial Day weekend.

Partial route access will only be as far as the San Luis Lakes State Wildlife Area (an 8-mile stretch of the road) for travelers accessing the SWA and only accessible for local access. Local access is defined as local private property owners living along Lane 6 and federal property owners (areas not publicly accessible, administrative use only). All users (travelers and local access) accessing any portions of Lane 6 should expect delays up to 30 minutes.

Lane 6 N Current Information

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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