

# My Gov Guru

BEST PRACTICES IN  
GOVERNMENT COMMUNICATIONS

## Do Your Residents Know The Good You Do?

**Take control of your message and  
don't let critics define who you are.  
Your policy success depends on it.**

PAGE 2

CITY HALL

## Government News CAN Break Through!

**Tactics to get you positive  
news coverage**

PAGE 3

# Table of Contents



03

## Be Your Own Source

How municipalities must take aggressive control of their own messaging, and why it matters

My PR Guru

Your Message. Unfiltered.  
Factual. Authentic.

My Gov Guru

Municipal Communications

04

## Ride the PR Wave

Governments should always take advantage of big stories to promote their own success

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06

## Ignore the 5%

Why it is hard for governments to ignore the loudest 5%, and why they must

If you need to shape public opinion with high-stakes, issue-driven communications that can significantly affect the future of your municipality's growth, economy, or sovereignty, it takes a different kind of firm! My PR Guru, LLC brings to the table over 20 years of government communications experience.

# Do Your Residents Know All the Good Things You Do?

How do your residents know what their government is doing? Do they hear directly from you, or are your successes filtered through bias bloggers, naysayers, NextDoor posts, or editorial writers? Governments must speak directly to residents.

Government success is often handicapped by an ill-informed public. Elected officials are swayed by the loud critic at a meeting and forget the vast majority who would support a program if they knew the truth about it. Cities must stop relying on others to tell their story. To succeed, cities must be aggressive and proactive in communicating directly to residents.

## ARE YOUR SUCCESSES STORIES FILTERED THROUGH BIAS BLOGGERS, NAYSAYERS, NEXTDOOR POSTS, OR EDITORIAL WRITERS?

But these communications must be more than scattered social media posts. Messaging must be strategically crafted and proactively distributed. Think of it as an ongoing political campaign to maintain public support. Being first to frame an issue is critical. An unpredictable debate on the dais among elected officials with differing opinions should never be the first place the public hears about an important program. Add some unanticipated public comment and it only gets worse. Government communications needs to be carefully planned. You must be first, unfiltered, factual, and authentic. You must frame the issue, forcing critics to play catch-up and react to your own messaging.



**"Public sentiment is everything.**

**With public sentiment, nothing**

**can fail; without it nothing can**

**succeed. He who molds public**

**sentiment makes statutes and**

**decisions possible or impossible**

**to be executed."**

*A. Lincoln*

How can My Gov Guru help tell your story?

# How Your Government Story Can Break Through the Clutter

If you explain to a reporter your latest government initiative, you can see their eyes glaze over. While affecting large numbers of residents, government programs often don't capture media interest. They often do not come with gripping pictures, and frequently require a level of background and knowledge a reporter will not have. Put all these factors together and it is an uphill battle for government looking for good press.

This is why properly timing your pitch has a dramatic impact on the amount of coverage you may receive. When big news breaks, reporters often look for new, local angles. If your organization has a program that addresses an issue dominating the day's newscasts, you have a hook to get your program some positive coverage.

You can use the big story to promote your own program. Try to link your program, your plan or your initiative to the big story of the day. The big story does not have to be a local story to get media interested in your local program.

If a natural disaster suddenly leaves large numbers of people without a place to live, pitch your own assistance programs. If Homeland Security announces millions to fight terror, call your local reporters and show them the equipment you purchased using homeland security funding and how it is protecting your community.

## **RIDE THE WAVE TO PROMOTE YOUR OWN PROGRAMS AND SUCCESS.**

However, you also need to avoid having your news drowned out. If you are not able to link your news to a big story, do not release it on that day. It is difficult enough to attract media attention on a normal day. Do not make it worse by competing against the big story.

Use the big story to promote your agency. Big, breaking stories are like tidal waves. Make sure you put yourself in a position to ride the wave.



How can My Gov Guru help promote your city?

My Gov Guru  
Municipal Communications

**MUNICIPAL COMMUNICATIONS**

**CONTENT CREATION**

## IF YOU DON'T TELL YOUR GOVERNMENT'S STORY, SOMEONE ELSE WILL.

How do your constituents know what their government is up to? Do they hear it directly from you, or are your success stories filtered through the eyes of bias bloggers, website commentators, naysayers, editorial writers or critics?

You need to speak **DIRECTLY** to your residents.

My Gov Guru gives you the tools to reach your constituents.



### Resident Outreach

Monthly Newsletters, Town Halls, Blogs, Social Media, Web Content, Editorial Copy, Email Blasts



### Public Relations

Press Releases, Media Relations, News Conference Coordination, Campaign Communications, Video Production, Reputation Management



### Affordable Turnkey

Specializing in smaller municipalities. Instant, full-service communications department. Customized communications plans

**Your message. Unfiltered. Factual. Authentic.**



# The 95/5 Rule

## NEVER LOSE FOCUS ON WHO YOU NEED TO TALK TO

Government communications is not just PR and marketing. The true purpose behind communications is to build public trust and support. It is about ensuring the vast majority of residents understand the overall direction you are taking their community and having them actively support your efforts both in public and at the ballot box. Too often, however, government communications are not targeted at the vast majority. Instead, they are reactive statements aimed at residents that either enthusiastically support or vocally oppose a proposal.

These two groups generally comprise five percent (or less) of the public. Yet their presence tends to feel much larger. They are the individuals that attend meetings and make public comments. They are the authors of various blogs and websites. They are the individuals who take the time to draft and submit letters to the editor.

As a result, their numbers and influence tend to be overestimated by both members of the public as well as government staff and elected officials.

Municipal communications should always focus on the ninety-five percent of residents who are not actively seeking out or following government news and information. These residents make up the majority of the population. Perhaps more important, these residents make up the majority of voters.

Governments must keep residents informed with issue-driven communications that focus on significant topics that affect the future of their community's growth, economy, or environment. But those communications should always target the 95 percent that ultimately hold the power to determine whether a program is a success.

How can My Gov Guru help reach your 95%?

COOKIE CUTTER, GENERIC STATEWIDE CONTENT WON'T HELP YOUR CITY

# LOCAL STORIES DRIVE LOCAL SUPPORT



My Gov Guru  
Municipal Communications

Every year your sovereignty as a municipality is under siege!

Do your local residents understand the potential local consequences?

If they did, they could be your strongest allies!

**WE FIND THE LOCAL STORIES THAT MOBILIZE CITIZENS.**

# My Gov Guru

Government / Public Policy Communications

A division of  
My PR Guru LLC  
Boutique Communications, Boca Raton

## Your Turnkey Communications Department

My Gov Guru has nearly two decades of creative, effective municipal communications experience. Let us become your no muss, no fuss, affordable communications department.

## OUR SERVICES

- Resident Outreach
- Town Halls
- Legislative Updates
- Public Relations
- Political Campaigns
- Social Media Engagement
- Crisis Management
- Content Creation
- Newsletters
- Blogs
- Social Media Posts
- Press Releases
- Web Content
- Editorial Copy
- Media Relations
- Graphic Design
- Video Production

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Municipal Communication

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City-County Communications  
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serving south palm beach county



ASPA  
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