

# A DAY IN THE LIFE OF A PUBLIC SECTOR COMMUNICATOR



**Inform**

**Educate**

**Engage**

Positive Relationships

Understanding

Knowledge



## Effective Communication



Communicate critical information effectively to the public



Develop content to distribute in a multi-faceted way and prepare information for distribution by media outlets



Draft speeches and arrange interviews for government officials



Create communications plans that are effective at reaching your target audience



*Our members represent public sector agencies and engage communities through honest and transparent communication*

**3 in 4**

Employees want their leaders to have effective, transparent communication

Public Safety

Affiliate

Special Water District

6%

11%

13%

14%  
County

31%  
City

