

PLAN THE MESSAGE & THE MOTION

a **communications ecosystem** for the **legislative process**



Allie Hartman

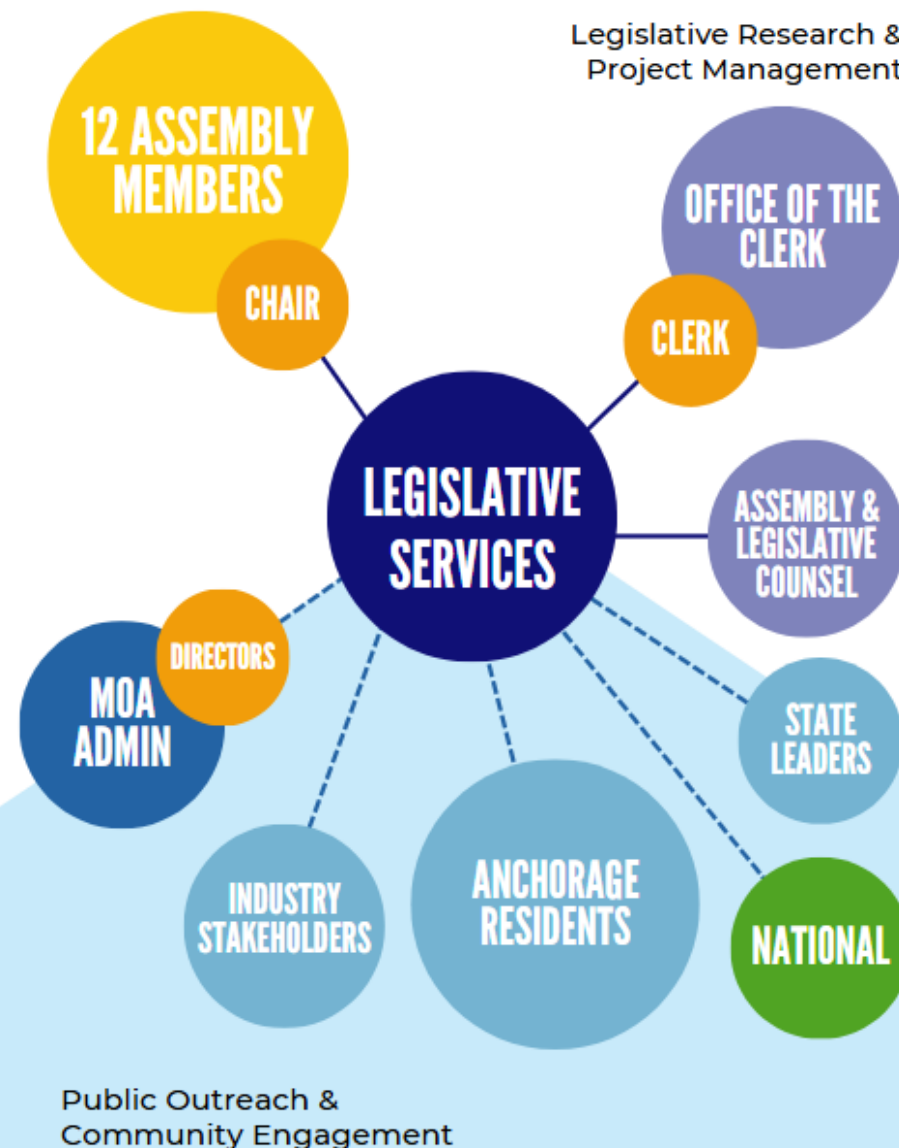
Assembly Communications Director
Legislative Services Office



ABOUT LSO

We provide communications, research, and project management services to all twelve members and the body as a whole.

We believe local government works best when residents are engaged.





ECOSYSTEM

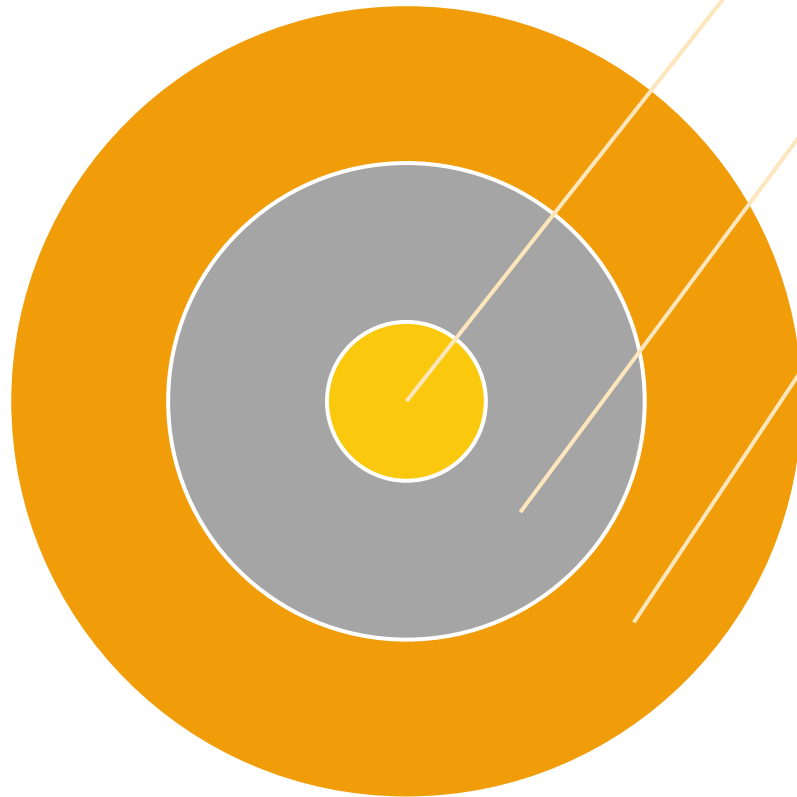
OUR GOALS

- Generate trust & confidence in the Assembly as an institution.
- Help people understand local issues and participate in local government.
- Ensure that the Assembly's actions and your unique perspectives are represented accurately in media and community discourse.





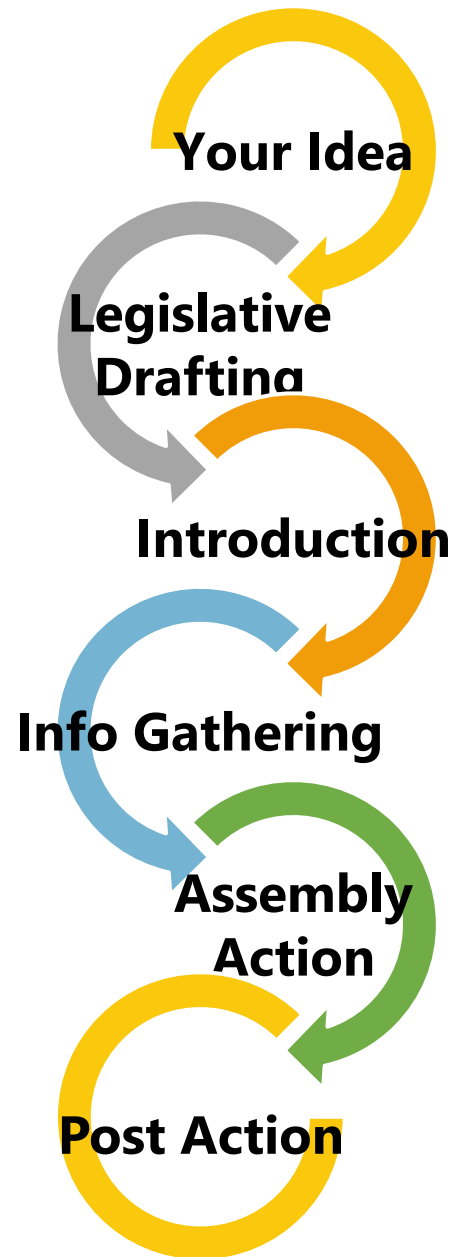
PRINCIPLES



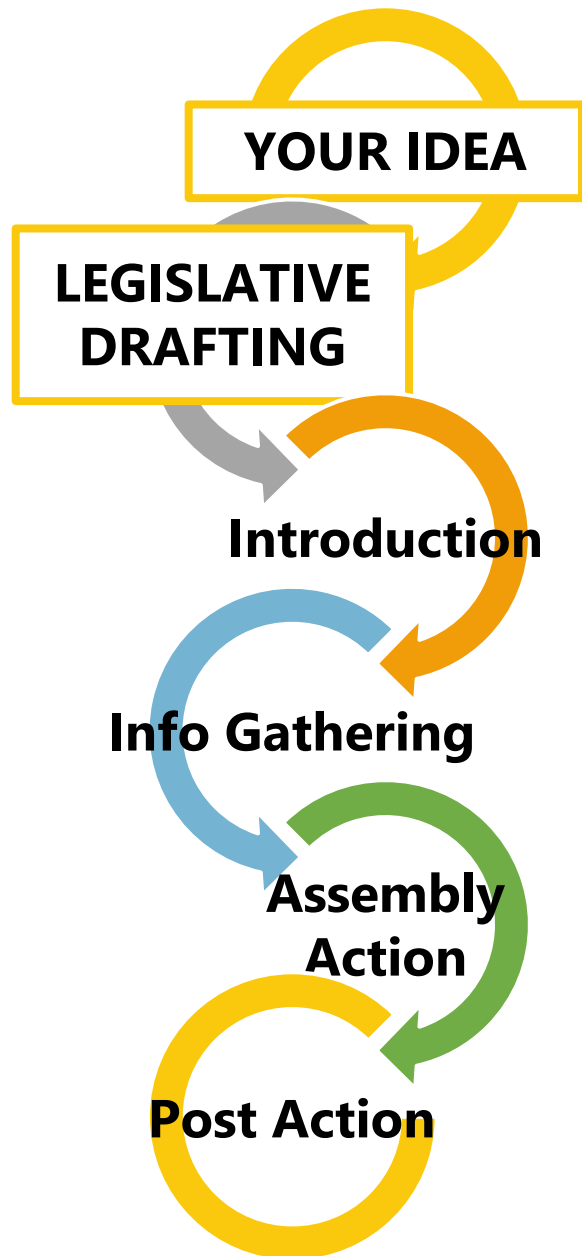
Nonpartisan – we don't take a position, that's your job!

Attribution – we give credit and put people first.

Neighborly Voice – our voice is friendly, accessible, and trustworthy.



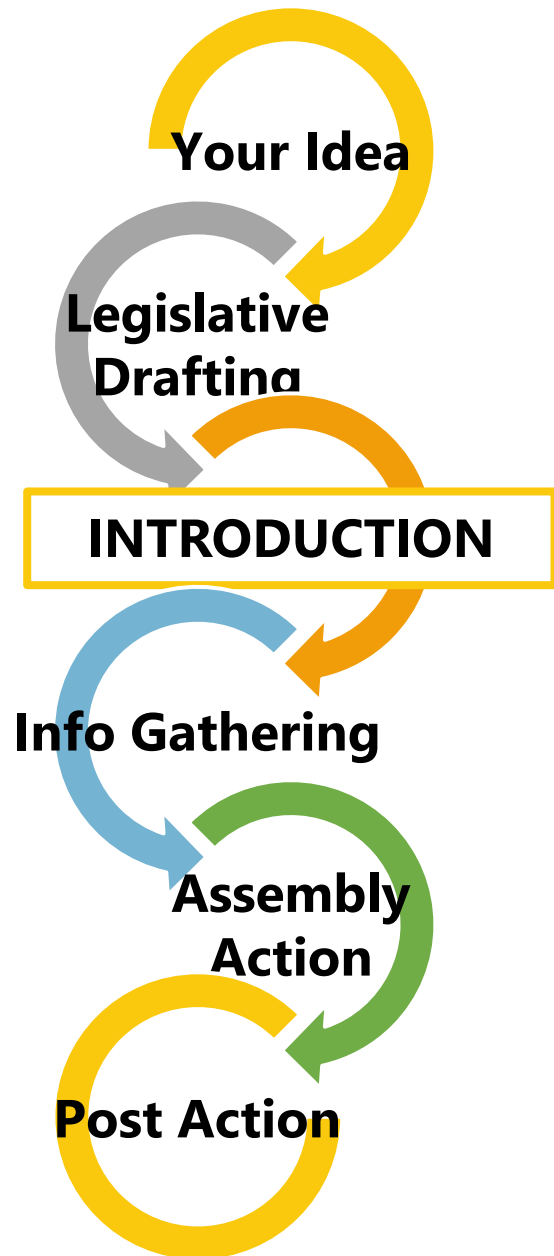
THE LEGISLATIVE LIFE CYCLE



PLANTING THE SEED

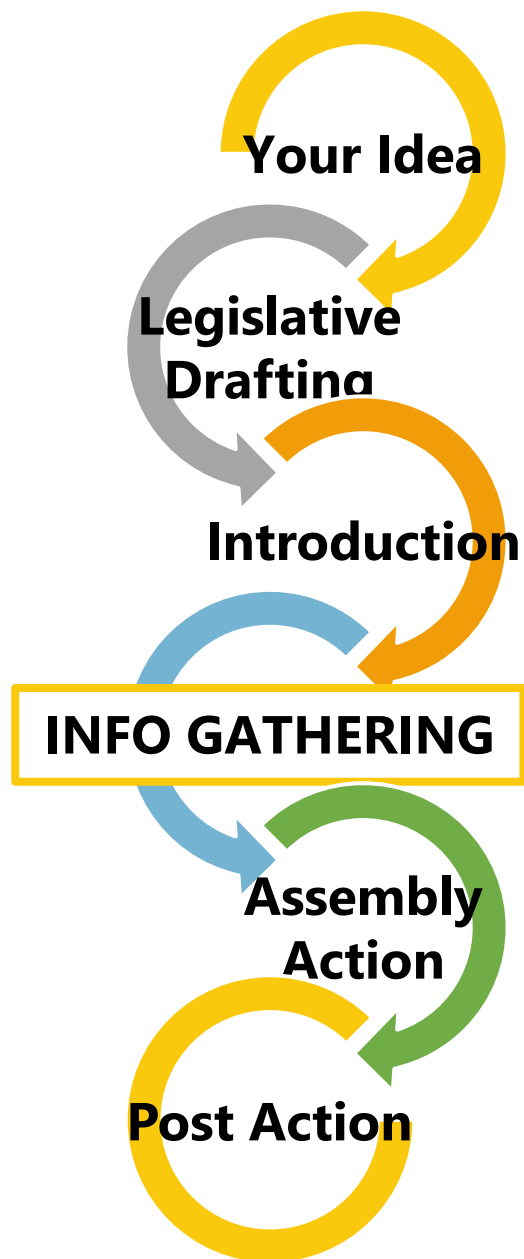
BEHIND THE SCENES

- Legislative research
- Convening support
- Stakeholder engagement
- Internal project management
- **Communications Plan** – identify audiences, strategic messaging, and tactics for the journey ahead.



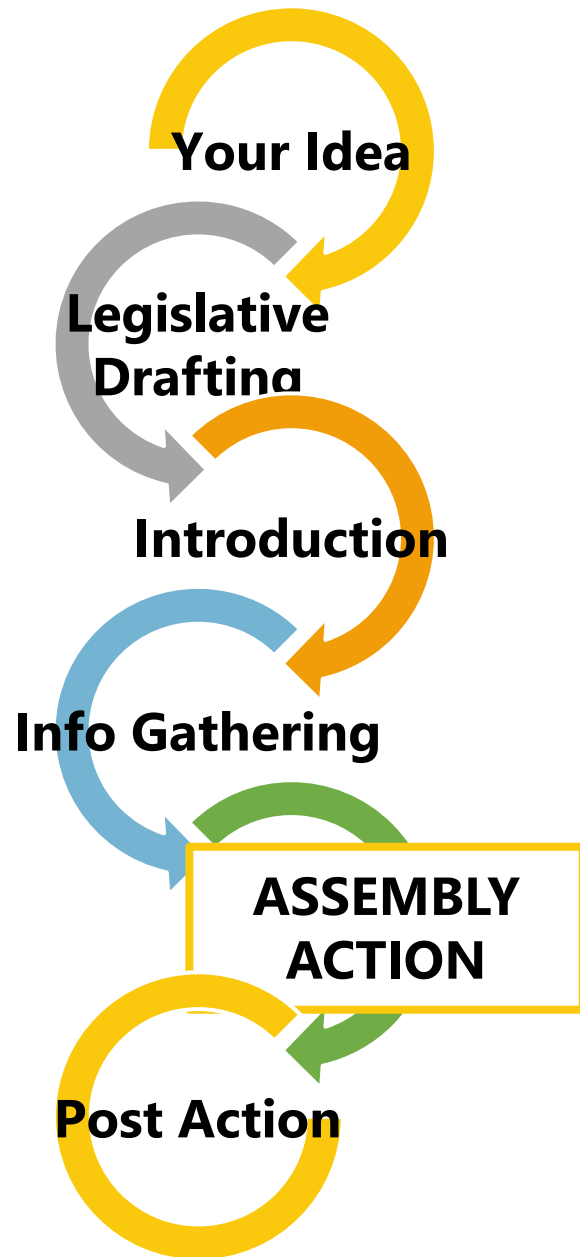
GOING PUBLIC

- ***Press Release*** – publish a sponsor statement and point to next steps
- ***Website Update*** – establish content for the public to learn more
- ***Community Engagement Plan*** – opinions, presentations, and speaking engagements with community partners and stakeholder groups



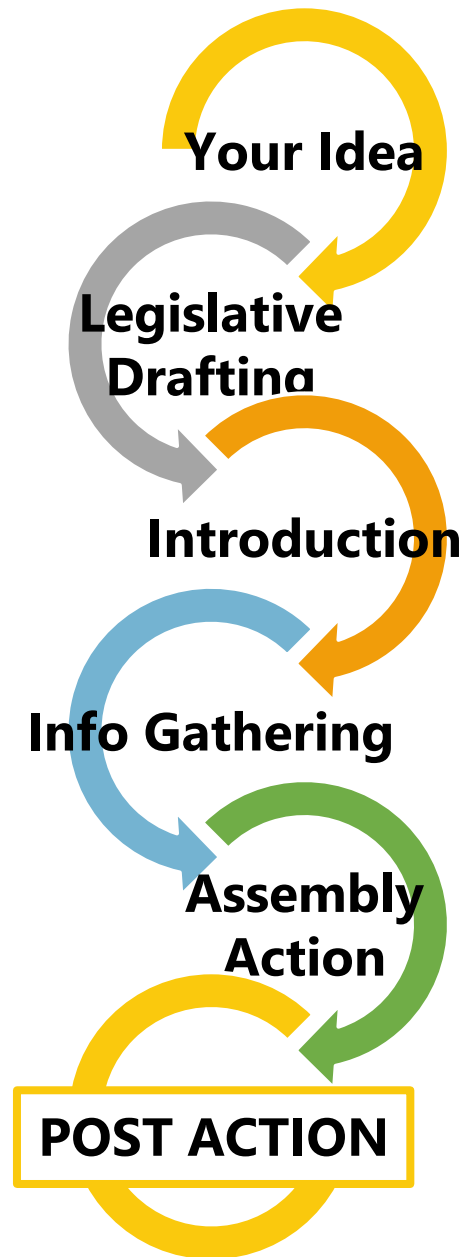
THE DELUGE

- ***Presentations*** – branded, vetted presentations for speaking engagements and municipal meetings
- ***Community Engagement Plan*** – track media coverage and speaking engagements to reflect your efforts
- ***Newsletter Spotlight*** – dive into the topic and lay out the process



⚡ THE BIG SHOW

- ***Press Release*** – a sponsor statement and public hearing options
- ***Website Update*** – legislative history, reports, and next steps
- ***Newsletter What's Ahead*** – opportunities for public engagement and ways to learn more



ENJOY THE SHADE

- ***Press Release*** – issue a sponsor statement and outline next steps
- ***Website Update*** – update website with legislative history, reports, and community feedback
- ***Newsletter Recent Actions*** – recognize the end of the legislative process and communicate the body's work
- ***Community Engagement Plan*** – present the final product and submit a final report for the public record



EXAMPLES

[Assembly Focus on Housing](#)

[Assembly HOME Initiative](#)

[Assembly Project Anchorage Sales Tax Proposal](#)



TAKEAWAYS

BE THE ARCHITECT.

Own your messaging and know your stakeholders. We'll follow your lead!

WE SERVE ALL 12.

Communication plans are as unique as your legislation. It's an art, not a science, and not one size fits all.

THE WELL IS DEEP.

We're here to help cover the basics so you can dive in.

THE COMMUNICATIONS ECOSYSTEM

Think of us as you take the dive.

- *Communications Plan*
- *Press Releases*
- *Website & Newsletter Updates*
- *Presentations*
- *Community Engagement Plan*