

Being a Trusted Voice

- Understand the data and make good use of it
- Don't be afraid to ask for help in analysis
- Always tell the truth
- Even when there is challenging news – help people to see what they can do and what you will do to get to a better future
- Partner with other trusted voices – Public Health, Hospitals, Doctors, Faith Communities
- Let others take the lead sometimes
- Present a united front of partners

Information is not political

- Help people to learn that information is not political – find trusted voices to help you
- Use the best information possible – acknowledge if and when mistakes are made
- Present a united front with fellow elected officials across jurisdictions when possible
- Present a united front with staff
- Help people understand what they CAN do (where a mask, help their friends (socially distanced))

Leadership in Crisis

- People will remember what you did in a crisis
- Always be honest – and help people see a way forward
- Thank you!
- Linda Langston, President –
Langston Strategies Group
lindarenelangston@gmail.com
(319) 721-3574