



TO: Department Heads
FROM: Assistant City Manager & Public Information Officer
DATE: March 3, 2025

RE: Public Relations Build Out

The City of Nome has entered into contract with Thompson & Company, an Anchorage Based PR Firm. The scope of work includes the following. City Hall Administration looks forward to scheduling time with you as we build out, coordinate and better integrate our communications with the public. As we develop a content calendar; and better learn the PR needs of your department through the survey, please reach out Megan Onders at 907-443-6605; with any questions.

Phase 1: Project initiation and communication framework.

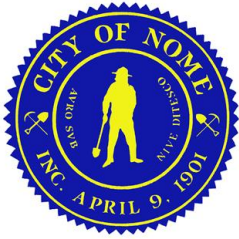
- Conduct a meeting with City of Nome staff to review current communication practices, strengths, gaps, areas for improvement and expectations. Learn about past messaging challenges and potential risks for future communications.
- Develop a detailed project plan, including content strategy, digital and web strategy, media outreach plan and stakeholder engagement framework.
- Develop and document standard operating procedures and processes for public communication, including: approval work flows for social media content, press materials, and web content; messaging consistence guidelines, and crisis communication protocols.
- Provide staff training on implementing and maintaining these procedures; and identify training programs for city staff.
- Submit the draft communication framework for review and approval.

Phase 2: Identification of key messages, content development

- Develop a content calendar for press releases, social media posts and website updates.
- Prepare and distribute press releases and content covering City initiatives, events, public safety alerts and other relevant information.
- Ensure alignment with City policies and communication objectives.
- Monitor media coverage and public sentiment to adjust strategies as needed.
- Guide the City of Nome department heads in working cooperatively to integrate the Public Information Officer into operations, help manage expectations for the role.

Phase 3: Emergency Communications

- Support the Public Information Officer during emergencies and public safety incidents.
- Collaborate closely with the Nome 911 Center and Emergency Management to ensure timely and accurate information dissemination.
- Establish emergency communication protocols in partnership/consultation with the Local Emergency Planning Committee and City of Nome response staff.
- Maintain a rapid response communication kit for emergencies, including:
 - Pre-drafted messaging templates.



- Media contact lists
- Real-time information channels.

Phase 4: Staff training and capacity building.

- Identify public relations and communication training opportunities relevant to city staff roles.
- Develop a tailored training curriculum covering topics such as:
 - Managing the press.
 - Conducting community conversations.
 - Crisis communication strategies.
- Recommend effective online training as appropriate.
- Evaluate training effectiveness through participant feedback and skill assessments.

Phase 5: Public engagement and community outreach.

- Develop and implement public engagement strategies tailored to community needs.
- Organize and facilitate community forums and outreach on topics such as:
 - Mayor City initiatives.
 - Public safety updates.
 - Policy changes.
- Ensure materials are accessible and culturally appropriate for Nome’s diverse population.