Strategic Communication and Emerging Technologies

DONNA Z. DAVIS, UNIVERSITY OF OREGON

URBANISM NEXT CONFERENCE, 2018, PORTLAND, OREGON
So you need to tell your story...
The table is set

- You’ve just spent the past two days talking about how autonomous vehicles, e-commerce, and the sharing economy will disrupt the comforts of our current truths.
Are you excited or terrified?

MARCH 5-7, 2018
PORTLAND, OR
Think about what the people you want to reach will be thinking... or feeling!
Thoughtful communication is a RACE

- Research
- Action
- Communication
- Evaluation
The deplorables are starting to wonder if govt has been lying to them about Hurricane Matthew intensity to make exaggerated point on climate

— MATT DRUDGE (@DRUDGE) October 6, 2016

Hurricane Center has monopoly on data. No way of verifying claims. Nassau ground observations DIDNOT match statements! 165mph gusts? WHERE?"

— MATT DRUDGE (@DRUDGE) October 6, 2016
Do you live in a bubble? A quiz

Do you live in a bubble?
Action (planning)

What are your goals and objectives?
Craft your message.... carefully

- Build a theme
  - Cities that Think Ahead, Stay Ahead

- Establish a message and stick to it

- Identify your messengers
Communications

- Developing strategies and tactics
Remember:

= = Fail
Evaluation

How do you know you’ve reached who you want with the message your intended to give?
Then there are the resources… how are you going to get this done?

- If you don’t already have one, hire a qualified communication professional or contract with an agency!
- Work with your local university
  - Courses and interns
- Wonderful free resources such as
  - Online tools from Spitfire Strategies
    - [http://mindfulmessaging.spitfirestrategies.com](http://mindfulmessaging.spitfirestrategies.com)
Thank you!

Good luck communicating!

@dzdavis