

# The PW&U Communication and Accountability Office

## WHAT WE DO

## When to call a Consultant

<p><b>Public Meetings</b>  <b>Open Houses</b>  <b>Outreach Campaigns</b>  <b>Public Involvement</b></p>	<ul style="list-style-type: none"> <li>• Planning events, celebrations &amp; ribbon cuttings</li> <li>• Meeting announcements</li> <li>• Displays</li> <li>• Web site designs and content</li> <li>• Blogs</li> <li>• Newsletter design and content review</li> <li>• Surveys, public &amp; internal feedback</li> </ul>	<ul style="list-style-type: none"> <li>• When our time is already committed to other projects</li> <li>• When the open house needs outside expertise</li> <li>• Large campaigns</li> <li>• Federal mandates</li> <li>• Focus Groups</li> </ul>
<p><b>Promotional Pieces</b>  <b>(promoting your messages and telling your stories)</b></p>	<ul style="list-style-type: none"> <li>• News releases</li> <li>• Announcements</li> <li>• Brochures</li> <li>• Working with media</li> <li>• Promotions on Web</li> <li>• Email group lists</li> <li>• Recruiting efforts</li> </ul>	<ul style="list-style-type: none"> <li>• When our time is already committed to other projects</li> <li>• When you need outside credibility</li> <li>• Very large multi-faceted campaigns</li> </ul>
<p><b>Specialized Skills and Technology</b></p>	<ul style="list-style-type: none"> <li>• Graphics</li> <li>• Logos</li> <li>• Writing for the public –communicating your expert information to non-experts</li> <li>• Web trends</li> <li>• Strategic Planning work plans - brainstorming the process</li> <li>• Editing</li> </ul>	<ul style="list-style-type: none"> <li>• When our time is already committed to other projects</li> <li>• You have a specialized subject</li> <li>• When you need outside credibility</li> <li>• You need a specialized display</li> <li>• Large printing projects</li> <li>• You need technology beyond our ability</li> </ul>
<p><b>Communication and Media Training</b></p>	<ul style="list-style-type: none"> <li>• Training about department and county communication standards</li> <li>• Web Training</li> <li>• Content editor training</li> <li>• Scheduling specialized training sessions</li> <li>• Populating the Communication Toolbox</li> </ul>	<ul style="list-style-type: none"> <li>• New industry standards</li> <li>• Beyond our expertise</li> </ul>
<p><b>Emergency Communication</b></p>	<ul style="list-style-type: none"> <li>• News releases</li> <li>• Announcements</li> <li>• Working with media</li> <li>• Promotions on Web</li> <li>• Consistency with internal communication and coordination in crisis situations</li> <li>• Consistency working with the County EOC</li> </ul>	<ul style="list-style-type: none"> <li>• Long, protracted incidents or extremely sensitive situation requiring the expertise of full time PR professionals</li> </ul>

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