

# CBJ Communication Summary

## City Communication Channels:

- Email
- Web
- Facebook
- Twitter
- Instagram
- Snapchat

## Communication Process

At a high level, and depending on the content, news items are prepared for Press or Information Release. They are then distributed through channels listed above as appropriate – not all subject matter is appropriate for channels.

## Communication Guidelines

Pre Covid, the City confined their official communications to city news or programs.

In current environment, they have expanded parameters to some extent, and are communicating state programs such as AK CARES and AHFC rent relief opportunities. But, it needs to have some state or local tie. For information about things on a Federal level (CARES ACT), they might broadcast by social media, but wouldn't do formal Information Releases.

## ESTF Communications

To date, communication about ESTF items have included:

- Items that have received Assembly action
- Meeting notices
- State programs that have been discussed at ESTF meetings

## Opportunity:

If ESTF identifies areas that it believes should be broadcast to the public, but that fall outside of the guidelines defined above, we can write it up and deliver to Brenwynne. Lisa Phu (Public Information Officer) can then review and disseminate through Social media.

The next step would then be to isolate other channels with robust communication channels to help distribute the information further.