

# SAVE THE DATE - REGIONAL TRAINING

## Transparency Engagement

### The Next Step in Communicating with the Public

*Presented by Stefanie Cruz of Cole Pro Media*

In our environment of ever-changing expectations, departments must keep up with best practices when it comes to *communicating in a transparent way*. In a time of crisis, it's vital to show people that you understand the importance of being open and honest.

However, sometimes words can portray a different picture than you intended. This session will give you the tools needed to communicate more effectively by building trust with your audience.

#### Topics Include:

**How to build trust and legitimacy during difficult times when you feel like no one is in your corner.**

#### Date and Time:

Thursday, November 4<sup>th</sup>, 2021 noon – 2:00 p.m.

\*Lunch will be provided before the training

Rocklin event Center – Garden Room  
2650 Sunset Blvd  
Rocklin, CA 95677

#### RSVP:

Jenna.Wirkner@alliant.com

916-643-2731

**Please reach out to NorCal Cities Program Administrators if you have any questions.**

Marcus.Beverly@alliant.com

Jenna.Wirkner@alliant.com



**OPEN TO ALL JPA MEMBERS**

#### Trainer

**Stefanie Cruz, Transparency Engagement Advisor** at Cole Pro Media. Stefanie brings 20 years of news and communications experience to Cole Pro Media. As a news anchor and reporter, Stefanie has covered stories from all over the country and internationally. In the days following 9/11, she reported from Ground Zero and she has also reported on immigration, NAFTA and environmental issues from south of the border. Stefanie's work has earned her several Emmy nominations. She also serves as a board member for the Sacramento domestic violence shelter, My Sister's House.



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