



**Welcome to our first session of
WIG Wednesdays!**

**A Real Time Update from the CDC and Learning How to Stay
Connected with your Constituents During Social Distancing**

Thank you Dr. Houry, Rob Brockhaus, and Lindsey Eggsware for being with us today



Debra Houry, MD, MPH
Director of the National Center
for Injury Prevention and Control
at the CDC



Rob Brockhaus, Vice President
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Lindsey Eggsware
Communications Coordinator
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Debra Houry, MD, MPH



Director of the
National Center for Injury Prevention
and Control at the CDC

Rob Brockhaus



Vice President, Sales and Marketing at
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What impact has social distancing due to COVID-19 had in regards to the way public officials usually interact with constituents?

Telephone Town Halls has become the newest way for public officials to reach their constituents

- Government Officials are using Telephone Town Hall Technology to replace their in-person meetings
- Leaders are looking for simple, yet effective options to communicate that keep followers, constituents, and staff safe. Telephone Town Halls is one way to achieve this.

What is a Telephone Town Hall?

A Telephone Town Hall is a radio show on the phone.

What are the benefits of a Telephone Town Hall?

They allow elected officials to easily connect with their constituents in a fun and personal way all from the comfort and safety of home or office.

- No thrown tomatoes
- No hecklers
- No microphone monopolizers
- No COVID-19

How a Telephone Town Hall can be effective to you

Gathering a large listening audience with a Telephone Town Hall is easier than with in-person meetings

- No expensive meeting hall rental or chairs to setup
- No logistical headaches or worries like the bad weather that might keep individuals at home
- The only items needed are: computer, Internet connection and a phone line.

By utilizing the outbound dialing feature, elected officials can have a large audience of listeners very quickly.

- Targeted phone lists can be used to deliver specific message or topic to certain demographics
- Outbound dialing helps guarantee strong participation

How a Telephone Town Hall can be effective to you

Constituents can ask questions and speak directly to their elected representatives in a more human/personal way than online.

- Tone is sometimes lost online
- Telephone Town Halls allow for two-way communication
- The human voice is powerful
- Telephone Town Halls allow the personality and tone of the official to shine in a controlled environment.

Lindsey Eggsware



Communications Coordinator at
Women In Government

Let's be social!



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We hope you enjoyed our first WIG Wednesday session

We are so excited to have the following speakers for upcoming WIG Wednesdays:

April 1, 2020: Haley Ashcom, U.S. Census Bureau – *Conducting a full & complete Census*

April 8, 2020: Bob Blancato, National Association of Nutrition and Aging Services Programs, *Protecting vulnerable populations during the COVID-19 pandemic*

April 15, 2020: Mary Kosinski, Deputy VP of Science and Regulatory Advocacy at PhRMA

The Women In Government team thanks you for participating today!



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