**Communicating in Historic Times**

**Kristen Grimm, President, Spitfire Strategies**

**June 23, 2020**

**Link to the recording:** <https://youtu.be/ZPWt5QqT7l4>

# Link to the article, A Better World Ahead Means Shaping Emerging Narratives Now: <https://ssir.org/articles/entry/a_better_world_ahead_means_shaping_emerging_narratives_now#> Mayor Lori Lightfoot’s “Stay Home, Save Lives” Public Service Announcements: <https://youtu.be/nSBUONZt1Qk>

**Highlights of the chat transcript:**

**Kristen Grimm:** **How do you sign emails these days? I say stay strong**

* Be well
* Jenn Page, Hurricane Island Center for Science and Leadership, Rockland, ME
* Hi everyone! I'm Catherine from the Cumberland River Compact in Nashville, TN. I feel like I always end with "Hope you can get outside and enjoy the weather!"
* Hello! Hannah from Raleigh NC, Wake County Public School System
* I say “stay safe!” - Anne Umali in Arlington, VA
* Hello -- Jenny from Oregon State University Extension; sign emails with "Be well" recently
* Rachel Bisesi, NC Coastal Federation, Beaufort, NC
* Boxerwood Nature Center in Lexington, VA
* Maranda Chung, Maine Coast Semester at Chewonki, Freeport, ME… I usually sign off by saying “Wishing you a healthy and happy summer ahead!”
* Hello from Polly from ReNEW Schools in New Orleans
* Matthew Castrillon, Lilburn, GA!! near Stone Mountain

**Selected Questions, Comments, and Resources**

* Authenticity - Pine & Gilmore
* Corina helped start Black Birding week. Audubon had two wonderful panel discussions that you can find on their FB.
* My nature center keeps updating our covid message each time our State changes stages.
* imagination takes a fair amount of feeling safe and valued first; then they can begin to see possibilities
* What are some ways that you measure how effective/positive responses are to your communications?
* I think so many of us are starting from scratch, which is difficult when you know you've put work into something totally different. So acknowledging that work that maybe didn't come to fruition is important to helping us move forward with new ideas,
* I’ve really loved this! Thank you!
* Thanks for encouraging all of us
* Thank you all so much for the great questions and being so engaged. And thank you Kristen and Anne!!!
* Thank you so much! Super valuable information for us all.