NATIONAL POLITICAL DISCOURSE: IMPACTS ON LOCAL POLITICS

MIKE DITTOE & JASON MAUK

NATIONAL POLITICAL RHETORIC

- President/White House
- U.S. House of Representatives / U.S. Senate
- The Rise of Paid Media
- How you can EARN your media credibility
**Diffusing Political Tensions Locally**

**What Can I Do to “Calm Everyone Down”?**

- Overcommunicate
  - Message your priorities appropriately, respectfully
  - Remember: “The people elected you... and that doesn’t make you king!”
- Don’t make it about politics – make it about service
- Do what’s best for your community
- Remind your colleagues that you don’t have to follow national trends/rhetoric – each community is different

**Minimize Negative Impacts**
TAKE THE GOOD WITH THE BAD