

Strategic Communications



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A crisis of communication: When PR and legal clash

Marketing-Interactive.com

Principle #1



If you don't tell your story, someone else will.

- *Cities don't have the luxury of not commenting.*
- *Mayor and Council are part of the audience.*

Principle #2:

Get in front of the story to win the narrative.

- *Be a resource*
- *Get there first*
- *Avoid surprises: warn and prepare key players*

Principle #3



~~*Never go “off the record.”*~~

Rather, shape the narrative on background.

- *Clarify up front that you are talking on background*
- *Provide the context to set up the public statements*
- *Use liaisons as a buffer*

Principle #4

Provide statements, not paragraphs

- *One or two sentences*
- *Make a point*
- *Identify the rest as background information*

Media Statement



FOR IMMEDIATE RELEASE

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City of San Antonio to appeal temporary injunction on Sick and Safe Leave Ordinance

SAN ANTONIO (TBD) – The City of San Antonio filed an appeal to the temporary injunction on its Sick and Safe Leave Ordinance on January 2, 2020. On December 12, 2019, Judge Peter Sakai of the 225th District Court ruled that the City of San Antonio's Sick and Safe Leave Ordinance would not go into effect on December 1, pending a full trial on its merits in District Court.

"The City's sick and safe leave ordinance allows workers to accrue sick and safe leave as a benefit and not a wage. The City's position is consistent with the definition set by the Fair Labor Standards Act," said City Attorney Andy Segovia.

"While we are prepared to vigorously defend the ordinance in a full trial later this year, working families should not be denied the ability to accrue sick and safe leave so they can seek medical help, safety from harm and tend to ill family members," said Mayor Ron Nirenberg.

Background on the City's Sick and Safe Leave Ordinance

- The City's Sick and Safe Leave ordinance requires employees in San Antonio be given earned paid time off for use if an employee needs to be absent from work due to illness or injury, medical treatment or preventative care, domestic or sexual assault, and care of a family member. In general, it is compensated at normal rates of pay and affects employers that do not already provide comparable or more generous time off.
- In May of 2018, hundreds of thousands of residents signed a petition to pass a paid sick leave (PSL) ordinance in San Antonio. In August of 2018, the San Antonio Clerk certified that the petitioners obtained the number of signatures needed to either allow Council to adopt the ordinance as is or place the item on the November 2018 ballot.
- In August of 2018, Council adopted the PSL ordinance as written.
- In November of 2018, the Mayor appointed an Ad Hoc PSL Council Committee charged with creating a PSL commission and process to gather input from the community. In November of 2018, the Mayor appointed new Councilmembers to the Ad Hoc Committee.

Principle #5



Look for the story to post online and address errors in real time.

- *Once it is in print, it's permanent*
- *Stick to incorrect facts, not opinions*
- *Accountability works both ways*



Thank You

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