



Guns & Hoses PR Consulting

Seasoned Expert Provides Public Relations Training Sessions & Communications throughout California

Lucy Crocker, president of Lucy & Company, has 35 years of experience in public relations, community engagement and crisis communications. Among other clients, she represents the Sacramento Police Officer's Association and has helped them achieve success by drafting letters to mayor/council to change their opinion, arranging media stories and developing a data portal on the SPOA website. She is creating a signature event to promote the 2,000+ illegal firearms PD removed from the streets in 2021 and managing an Independent Expenditure fund for Sacramento County's DA's race.

She's managed over 400 government PR programs and understands the bureaucracy and what makes elected officials tick to persuade them to support your position. She offers a variety of public relations training sessions and consulting services throughout California. If you don't see what you're looking for, Lucy is happy to create a custom training.

TRAINING SESSIONS

In full-day trainings, Lucy leads participants through presentations, full and small group exercises, individual work and practice sessions. Participants will leave confident they can apply what they've learned and have a successful outcome.

Social Media Outreach: Soup to Nuts

Teaches you how to develop a social media following, create engaging posts, persuade elected officials, what to respond to vs. let go and how to take a good photos and videos. We will discuss the differences between Twitter, Facebook, Instagram and other emerging platforms. In addition to full group discussion, Lucy includes small group sessions and individual time to tackle the nuts and bolts: posts, photos and videos.

5 Steps to Effective Advocacy: Persuade your Target Audience

Learn how to effectively influence elected officials and chief administrators who have control over your Department's budget, requirements, programs and services. Lucy will explain how to build relationships, write effective letters, speak in front of the council/board and how to engage support groups and influential people. The small class taps out at eight people to give enough time for mock presentations and discussion, analyze key speaking points and receive personal attention from the instructor. It's a fast-paced day that includes exercises in pairs and small groups.

Media Training: First Interview to an Academy Award

While an Oscar-award-winning media interview may not become reality, you will leave the training ready to take control of your next interview. You'll be confident in your message points, know how to stay on message and be ready to tackle tough questions. We will discuss how to exude confidence, make decisions about on location and props and spend time in mock interviews with group feedback.

For a list of services, please see other side.

PUBLIC RELATIONS SERVICES

Lucy supports her clients on a variety of public relations services and can serve as a part-time, in-house public relations consultant, regularly working from your office, or consulting remotely as part of your team.

Strategic Planning Facilitation: Ideation to a Winning Plan

Lucy is an expert facilitator who has facilitated over 500 strategic planning retreats, controversial public meetings, focus groups and listening sessions. She will guide your board through brainstorming, developing and prioritizing goals, objectives and activities and agreeing on budget priorities. She includes team building to help your board gel as a team.

Public Relations Planning: Step-by-Step Communications Guide

Lucy is known for developing on-target and implementable PR plans that prioritize your goals and objectives, target audience ranking and persuasion tactics, and public relations activities, schedule and measurement activities. She develops creative themes and concepts and has a unique ability to produce signature events that are impactful and embraced by everyone from elected officials to community leaders and the media to community at large.

Media Relations: from Pitching to Placing

Whether you're pitching a feature story or combating misinformation or opposition, Lucy works with you to identify the best story angle, develop key messages and brainstorm tough questions and how to respond to them. She coordinates with outside supporters to bolster your facts and provide quotes, social media support and internal communications.

Effective Advocacy: Engage, Persuade and Involve

If your union is facing contract renewal, a new budget or changing requirements that affect your members, you should conduct an advocacy campaign to educate and persuade the people who have influence. Lucy interviews elected officials, drafts letters to the board/council and writes hard-hitting talking points for board/council testimony.

Impactful Events: Concept, Execution, Lasting Impression

Every agency has significant accomplishments that vary from year to year. For law enforcement, it may be removing illegal guns off the street or locating a suspect. For fire, it could be resolving cause of fire or saving a life. Lucy will create an event that has a strong hook and appeal to the news media, community and social media users, among others.

Community Engagement & Community Meetings: Explain, Listen, Revise

Lucy's initial foray into public safety PR started with a highly controversial gang shooting at a prominent monthly event that devolved into calls to the media and mayor/council to have it canceled. She quickly devised a public meeting format that allowed all participants to speak and resulted in a standing ovation. This is a common outcome of the public meetings she facilitates. She's community managed engagement for contentious issues, new programs and public input opportunities.

LET'S TALK

Lucy is president of Lucy & Company, a public relations firm in Sacramento in business since 1995. She's managed many programs for public and private entities, a majority which are highly controversial or unpopular. Due to the depth and breadth of her experience, Lucy quickly gets to the pulse of a problem and recommends solutions to turn the tide of public opinion or lawmakers. Call her at 916-715-1165 or email Lucy@LucyCompanyPR.com.

