HENNEPIN COUNTY
MINNESOTA
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“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you’ll do things differently.”

- Warren Buffet
Aha moment
Telling your story

• Why is it important?
• Who cares?
• What’s the takeaway?
Remains found in Rosemount in 2013 identified using technology, determination

The remains of James Everett of Cohocton, NY were discovered inside an old railroad shed, but he was known as John Doe until now.
Hennepin County's latest service offering is ... a pay phone?

Telling your story

By David Chenow Star Tribune | AUGUST 20, 2017 — 3:00PM

A pay phone has been installed on the ground floor of the Government Center. Photographed on Friday, August 18, 2017 at the Government Center in Minneapolis, Minn.

Hennepin County is frequently cited as a government leader in new technology, especially when it comes to assisting people who visit its downtown Minneapolis courthouse and Government Center.

So how then did a lonely pay phone — a relic of a much earlier age — become the county’s most recent customer service offering?

“We want to help the public who may not have access to a cell phone,” said Christine Milesnick, a facility operations manager for the county. “It was a no-brainer for us.”
Working with the media
Be responsive
Be responsive
“No comment” is no good
Build relationships
Be a resource
Reach out
Not just the media
Use all your communication tools
Use all your communication tools
Telling your story

Keep the faith and don’t give up
Thank you