



Communicate



Opinion Research on Elections
and Public Policy

Probolsky Research
3990 Westerly Place Suite 185
Newport Beach CA 92660

Newport Beach (949) 855-6400
San Francisco (415) 870-8150
Washington DC (202) 559-0270

Opinion Research and Public Policy



Using Public Opinion Research: **Public Policy**

1 Identify your best **messages**

2 Discover your strongest **messengers**

3 Choose the most effective **medium**

The Message



“I **support** local and regional governments **maintaining** a substantial financial **reserve** balance for use in case of a crisis.”

Government Should Have Substantial Financial Reserves



The Messenger



The Spokesperson



The Engineer

Engineers Are Bad Communicators



The World Needs More Engineers that Can Communicate

-Interesting Engineer, February 27, 2017

Why Technical Leaders End Up Being Weak Communicators

-Robert Chen, December 21, 2016

Engineers Must Stop Bad Communication Habits.

GineersNow, November 10, 2016

The Operator



“During a **crisis**, which one of these people would you **trust** most to tell the truth, and be part of the **solution**?”



The Spokesperson

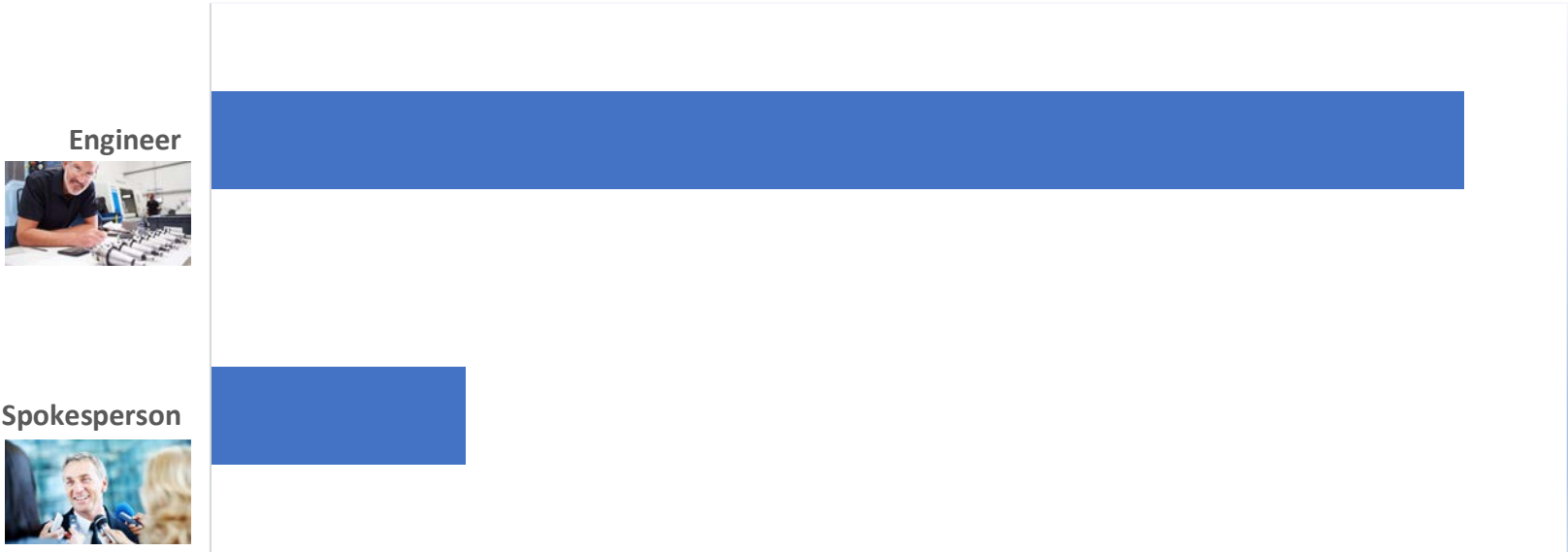


The Engineer

The Operator



The Engineer v. The Spokesperson



Engineer



Spokesperson



The Operator v. The Spokesperson

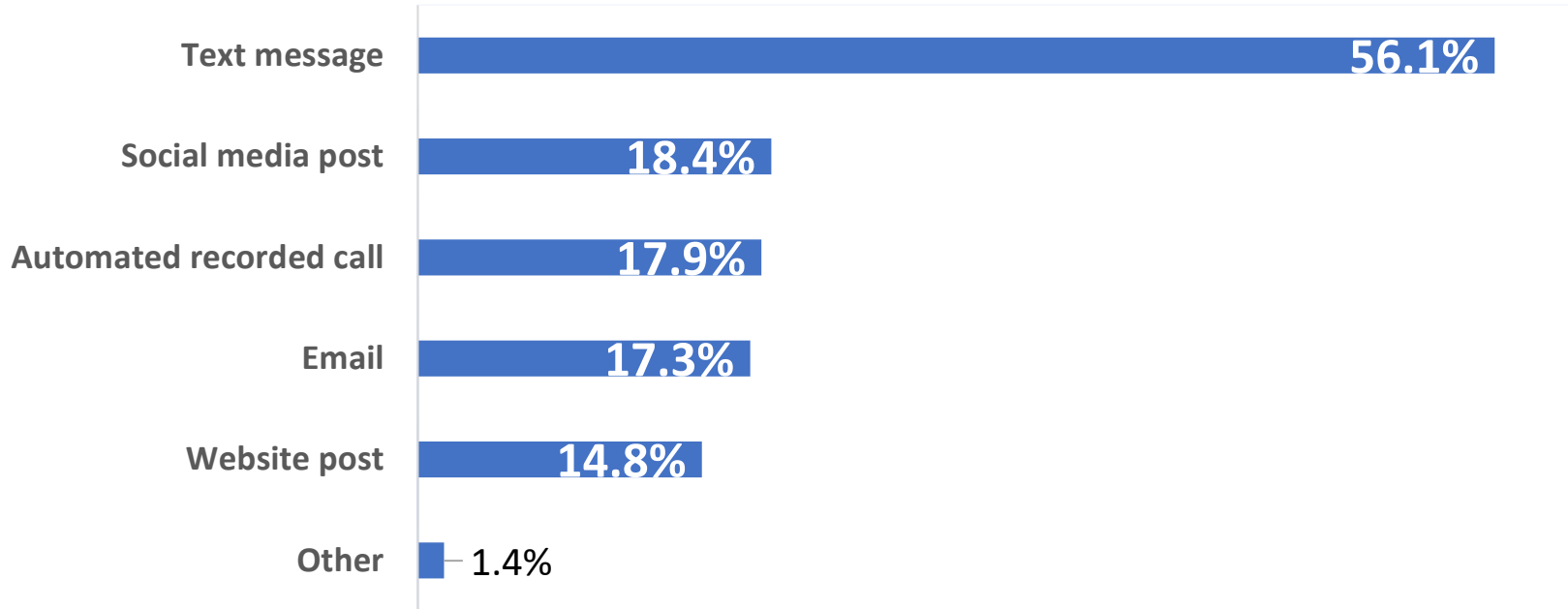


The Medium



Q: During a **crisis** how would you prefer to receive **information** from local or regional **government** officials?

Communicating During a Crisis

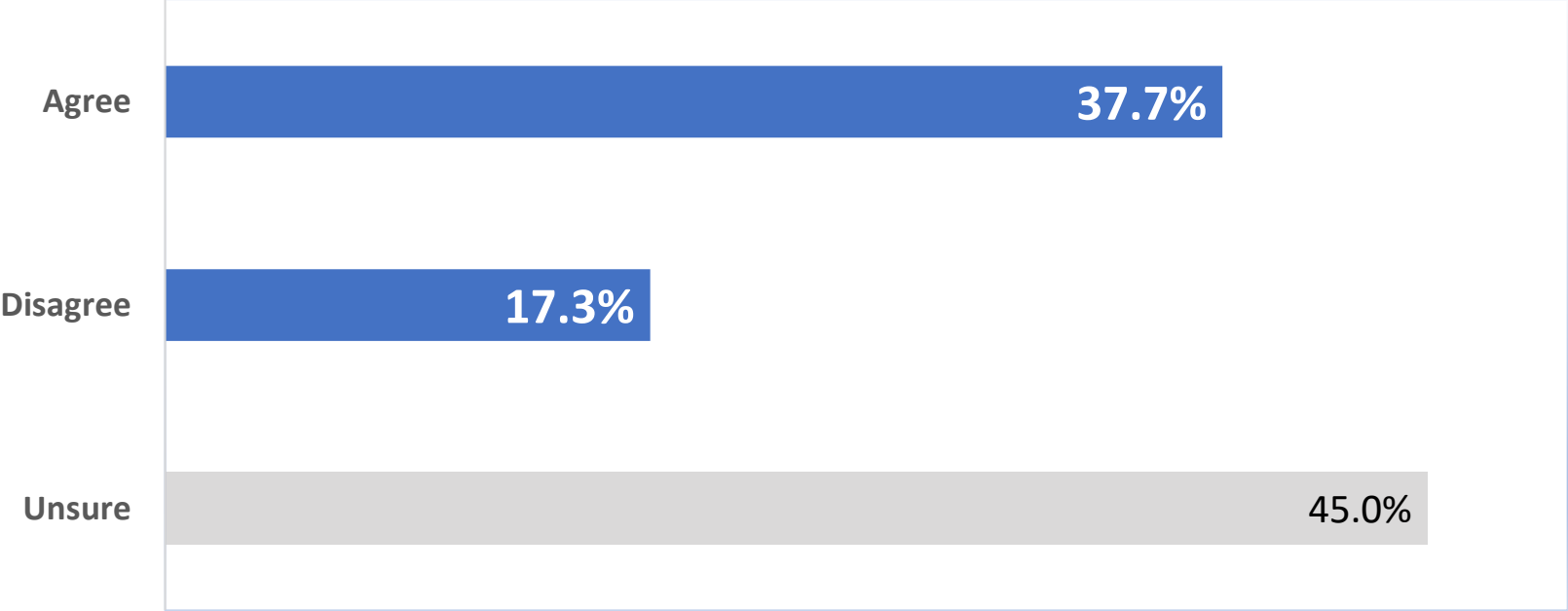


Don't Be Shy: Engage in the Conversation



“Local and regional governments should **post** news and information to **social media** and **engage** in **online conversations.**”

Government Should Engage Online



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Adam Probolsky, President

O: 949-855-6400 | M: 949-697-6726

E: adamp@probolskyresearch.com



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