



## KENTUCKY EMERGENCY MANAGEMENT

**Andy Beshear**  
Governor

Boone National Guard Center  
100 Minuteman Parkway  
Frankfort, KY 40601-6168

**Eric Gibson**  
Director

# CSEPP-KYEM Wednesday Webinar

## May 28, 2025- Virtual Media (Zoom®)

### Noon EST

**Webinar Title:** *From Audit to Action: Building a Five-Year Communication Plan*

**Description:** Strategic planning doesn't have to be overwhelming—or boring. Join seasoned PIO Jennifer Preston as she breaks down how to turn a communication audit into a roadmap for long-term success. Whether you've never conducted an audit or don't know what to do with the results, this session will help you bridge the gap between day-to-day demands and big-picture goals. Learn how to set achievable five-year targets, gain leadership buy-in, and adapt your plan as your organization and community evolve. If you're ready to move beyond reactive messaging and start building something sustainable, this webinar is for you.

**Learning Objectives:** Understand the key components and outcomes of a successful communication audit; Learn how to translate audit findings into actionable, long-term communication goals; Discover strategies for gaining leadership support and maintaining momentum over a five-year plan; and Explore methods for adjusting and updating plans as leadership, technology, and community expectations evolve.

**Special Notes:** Advance student registration is **REQUIRED** and must be received by **May 23, 2025**. Once you have registered you will be sent the link to log in.

**Registration:** [https://forms.logiforms.com/formdata/user\\_forms/25701\\_7726379/383754](https://forms.logiforms.com/formdata/user_forms/25701_7726379/383754)  
Students will be notified if the course is canceled. For this reason, it is imperative that you provide accurate contact information.

**Wednesday Webinar Series:** The Wednesday Webinar Series was established to provide Public Information Officers (PIOs) and other communication related fields with virtual opportunities to address topic specific issues in quick 1-hour monthly webinars. Monthly topics and featured speakers will be selected and scheduled accordingly to help provide attendees with real-world application to the following: planning and developing a process with clearly defined procedures to gather and provide accurate, timely, and accessible information on an event as it approaches or as it has occurred.

**For more information, contact:**  
David Davis, CSEPP Public Information Officer  
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# Jennifer Preston

Public  
Information  
Officer

Town of  
Collierville (TN)

Jennifer Preston is the Public Information Officer for the Town of Collierville, where she has worked for over a decade. She manages traditional and digital media, spearheaded the launch of the Town's website, and oversaw the creation of its first logo and branding strategy. Jennifer has managed emergency communications during critical events, including a ransomware attack, the pandemic, and a grocery store mass shooting.

Previously, she was Collierville's first Digital Media Specialist, driving a 70% social media growth, creating the Town's email communications, and contributing to Collierville's win as "America's Best Main Street" by PARADE magazine. Jennifer is a Leadership Collierville graduate, a Memphis Business Journal Top 40 under 40 honoree, a Top 100 Local Government Influencer, and serves on the Boards for Leadership Collierville and Lakeshore Camp and Retreat Center. She is a West Tennessee native and holds a journalism degree from the University of Memphis.

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