



California Gold Coast Chapter

March 18, 2020

Dear California Gold Coast Chapter Members and Valued Communicators:

As communication professionals and students, many of us are on the frontline of the Coronavirus (COVID-19) response and can conclude that the only constant, is change. Whether you are the face of your organization in the community or working behind the scenes supporting businesses and nonprofits impacted by the coronavirus, thank you for your tireless leadership and personal sacrifices over the last few weeks. This is truly an unprecedented time for our region, nation, and world.

The California Gold Coast Chapter Board of Directors is prioritizing the health and safety of our chapter members and non-members. **We have decided to postpone our Chapter meetings through April 2020.** As we learn more in the coming weeks, additional details about plans to reschedule will be shared with our chapter community. Our Chapter Board of Directors will distribute a brief survey in the near future to assess how we can best support fellow communicators during this crisis over the next couple of months. Please take a moment to reach out to us by responding to this survey.

We have also made the **difficult decision to cancel our annual Communicate Your Cause event** for 2020 in consultation with California Lutheran University's [Center for Nonprofit Leadership](#). Our Chapter Board of Directors is deeply interested in ways that we can support the nonprofit sector in different ways with regard to the lasting impact of the coronavirus. **We are looking for ways to connect public relations/communication professionals with nonprofits for assistance.** If you or someone you know is willing to offer pro-bono services to these deserving organizations in Ventura or Santa Barbara counties, please let me know.

We are here for you. This is a difficult time for many of us personally and professionally. As communicators, our number one priority right now is to stay engaged so we can make sure that the communities we serve are informed with facts from trusted sources. [PRSA national](#) has compiled a crisis communication resource page to support you during this time, this includes: webinars, articles, and blogs. The national chapter is also encouraging members to check-out posts on [PRSay](#) and [Bulldog Reporter](#) from T. Garland Stansell, APR, 2020 PRSA Chair.

As your 2020 Chapter President, I am personally making myself available to members and nonmembers alike. If you are looking for a particular resource or need to connect with another PRSA member within your professional field to listen – reach out. You can contact me by text/phone at (805) 427-6034.

You can also stay engaged with PRSA California Gold Coast Chapter by following us on [Facebook](#), [Twitter](#), or [LinkedIn](#).

In solidarity and with respect,

Lauren Bianchi Klemann

2020 California Gold Coast Chapter, President



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For those who are interested, a timely upcoming webinar on Communicating in a Time of COVID-19 that is featured on PRSA's [crisis communication resource page](#):

PRSA Webinar

Communicating in a Time of COVID-19

Thurs., March 19 from 12-1 p.m. (Pacific Time)

Speaker: Helio Fred Garcia, executive director, Logos Institute

Details: *Helio Fred Garcia is the executive director of the Logos Institute for Crisis Management and Executive Leadership. He teaches crisis management and crisis communication at New York University and Columbia University. Among his books is "The Agony of Decision: Mental Readiness and Leadership in a Crisis," which was named one of the all-time best crisis management books by BookAuthority.*

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