

Cora Scott



As Director of Public Information & Civic Engagement for the City of Springfield, Missouri, Cora Scott is responsible for communications for Missouri's third largest city, acting as chief spokesperson and overseeing communication strategy and media relations for the local government, its various service lines and its outreach initiatives and events.

Since joining the City of Springfield in 2012, Cora has been instrumental in transforming the Department of Public Information & Civic Engagement to adapt to emerging opportunities, changing technology and best practices. In addition to serving as a trusted counselor to appointed and elected leadership on strategic communications and issues management, she also leads proactive communications an operational strategy for high-profile community events and initiatives, such as the 50th Anniversary "I Have a Dream Speech" March and Rally; the Impacting Poverty Commission and its Call to Action Report; the City's Zone Blitz Initiative; the Birthplace of Route 66 Festival; Give 5, a "Civic Matchmaking Program"; Prosper Springfield, an initiative to increase decrease poverty and increase educational attainment; and led a multi-departmental joint communications center during the 2020 pandemic.

A priority focus under Cora's leadership has been bringing definition to Springfield's narrative and broadening appreciation for Springfield's stature as a great place to live, work and play. She and her team in the Department of Public Information & Civic Engagement have modernized the City's brand and deepened collaborative efforts to tell the City's story, especially through an enhanced web presence, social media, multimedia and the written word. The department has been recognized with many accolades, including more than a dozen gold and silver regional ADDY awards and a national SAVVY Award in 2016, for communications and engagement with legislators by the 3CMA City / County Marketing & Communications Association. Cora also created a Citizen Resource Center - a physical place for citizens to visit or ask questions and file complaints, with an accompanying smart phone app and digital presence.

Prior to joining the City of Springfield, Cora served similar roles at Mercy, one of the nation's top integrated health system. At Mercy, she performed a variety of communication and fundraising functions, including being responsible for media and public communication for Mercy's north central region. As such, she served as one of the primary spokespersons following the Joplin, Missouri tornado in 2011. Cora had served St. John's Health System in similar public relations roles since 1993, focusing for two years on health plan communication and employer relations. She holds a bachelor's degree in Communications from Drury University.