Protecting your message when public safety is on the scene

Managing the Public Message with Anne E. Schwartz
FALK CORP. EXPLOSION DECEMBER 6, 2006

MILWAUKEE JOURNAL SENTINEL

SHATTERED

Three die, dozens are injured as an explosion at Falk Corp. ruptures the December morning.

How did it happen? And how do we piece it all together? Coverage begins on Page 2A.

[Image of the aftermath of the explosion]
BUILD THE RELATIONSHIP BEFORE YOU NEED IT

CREATE NEW AND IMPROVED “MEDIA” INFLUENCER LIST

POLICE/FIRE PIOs, chiefs

• WHO COVERS YOU?
• AMBASSADORS?
• TAKE THE TOUR
• GIVE THE TOUR
Build Community Relationships

- Who are your ambassadors? You need them in crisis.
- School, parent groups.
- Speaking engagements – Rotary, Lions, Women’s Club, CVB – always take organizer’s card – potential ambassador.
BUILD COMMUNITY PARTNERSHIPS

WHO ARE YOUR PARTNERS IN A CRISIS?

- HOSPITALS
- UTILITIES
- NEARBY BUSINESSES (POSSIBLE EOC/JIC)
NIMS/ICS TRAINING

NATIONAL INCIDENT MANAGEMENT SYSTEM
INCIDENT COMMAND SYSTEM

FEMA – FEDERAL EMERGENCY MANAGEMENT AGENCY

HTTPS://TRAINING.FEMA.GOV/EMI

IS–100
IS-100.C: Introduction to the Incident Command System, ICS 100

Course Date
6/25/2018

Course Overview
ICS 100, Introduction to the Incident Command System, introduces the Incident Command System (ICS) and provides the foundation for higher level ICS training. This course describes the history, features and principles, and organizational structure of the Incident Command System. It also explains the relationship between ICS and the National Incident Management System (NIMS). The Emergency Management Institute developed its ICS courses collaboratively with:

- National Wildfire Coordinating Group (NWCG)
- U.S. Department of Agriculture
- United States Fire Administration’s National Fire Programs Branch

Course Objectives:
At the completion of this course, you should be able to:

- Explain the principles and basic structure of the Incident Command System (ICS).
- Describe the NIMS management characteristics that are the foundation of the ICS.
- Describe the ICS functional areas and the roles of the Incident Command System.
WHAT DO MEDIA WANT?

- TIMELY (“BREAKING”)
- LOCAL ANGLE (CAN IT HAPPEN HERE?)
- CONTROVERSY
- PROMINENCE – LOCATION, PERSON
- UNIQUE
What They Really Need

- Education
- Teach them about the process
DNA AT ARREST FACT SHEET

March 31, 2015

STATS

- WI DNA database started in 1993 with collection mandated for a defined group of persons convicted of some sexual assault offenses. It was expanded in 2000 to a wider group to include adult felony convictions and some juvenile felony adjudications.
- First DNA at arrest legislation was passed in 1997 in Louisiana. Gained momentum in more states after the Congressional passage of the DNA Fingerprint Act in 2005, which allowed for the uploading of DNA arrestee profiles into the national Combined DNA Identification System (CODIS).
- 28 states and the federal government require some form of DNA collection at arrest.
- WI collects approximately 12,000 DNA samples from convicted felons annually.
- WI has over 154,000 offender DNA samples in the CODIS.
- WI has almost 14,000 samples in the forensic DNA database.
- Law expected to add approximately 68,000 new samples in the first year:
  - 25,000 felony arrests and convictions
  - 43,000 adult misdemeanor convictions

PRIVACY FACTS

- DNA is just another biometric identifier, similar to fingerprints and photographs that have been taken for over a century.
- Law provides safeguards for the use of the DNA samples, preventing the use of the sample outside of criminal justice purposes.
- The offender profile itself is a series of alpha/numeric symbols attached to an identification number for the offender. Names and other identifying information are never uploaded into CODIS. Separate databases are maintained for security purposes.
- The sample is not subjected to any testing that provides information on the current or predictive health status of the offender.
“Feed Your Family First”
Message Plan Template – Because One Size Doesn’t Fit All

Messaging Plan for __________________________________________

Target Audience(s)
1. 
2. 
3. 

Show of concern:
Message Plan Template – Because One Size Doesn’t Fit All

Action (what should people do, what are we doing?)

1.
2.
3.
4.
WHAT’S YOUR CRISIS?
What is a Crisis?

- Active shooter
- Search warrant
- Personnel issues
- Equipment failure
- Failure of procedures
- Cyber attack
- Natural disasters
- Hazmat
- Terrorism – bomb/suspicious package/vehicle as weapon
- Protests
IDENTIFY FIRE, POLICE SPOKESPERSON ON SCENE – WON’T ALWAYS BE PIO

- Battalion Chief (fire, white hat)
- Police supervisor (Sgt., Lt.) ask for location of command post (CP)
- Ask if there is EOC, JIC – staff both
christine teigen follows

@brewharborb · Apr 24

Got an alert on the scanner app about a *possible* shooting at a prom in Antigo. Scanner on, but not really getting anything.
And then there was this ...

Sohaib Athar
@ReallyVirtual

A huge window shaking bang here in Abbottabad Cantt. I hope its not the start of something nasty :-S

1,132  3:09 PM - May 1, 2011

1,774 people are talking about this
Since Taliban (probably) don't have helicopters, and since they're saying it was not "ours", so must be a complicated situation.

#abbottabad

360 4:02 PM - May 1, 2011

592 people are talking about this
Uh oh, now I'm the guy who liveblogged the Osama raid without knowing it.

2,173  11:41 PM - May 1, 2011

6,435 people are talking about this
Finally....

Sohaib Athar
@ReallyVirtual

Bin Laden is dead. I didn't kill him. Please let me sleep now.

❤️ 620  6:32 AM - May 2, 2011

💬 2,185 people are talking about this
Monitor The Conversation

Welcome to Google Alerts

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Create an alert with the form on the right.
IN THE ABSENCE OF INFORMATION...
THE PRESS CONFERENCE – DON’TS

- **DON’T GUESS** – “WE DON’T KNOW YET”

- **DEFER TO LAW ENFORCEMENT FOR INVESTIGATIVE DETAILS**

- **DON’T ANSWER HYPOTHETICALS** – “WHAT IF…?”
  - “WE DON’T SPECULATE”
  - “IT IS BEST TO DEAL IN FACTS”

- **DON’T REPEAT BACK NEGATIVE QUESTIONS, WORDS**
Don’t Take The Bait

- Speculation, hypotheticals: “What if...?”
- Putting words in your mouth “So, what you’re saying is...”
- Third-party questions “Some people say...”
- “Off the record” “On background”
- Silence – Don’t fill the vacuum
Get Social

- START TWEETING, POST ON WEBSITE, E-MAIL, SOCIAL MEDIA – “WE ARE ON THE SCENE OF AN INCIDENT AT ______ CHECK BACK HERE” – ESTABLISH EARLY YOU ARE THE SOURCE FOR INFO
Critical Incidents – Stay in Touch

- Make contact with on-scene media; establish time for briefing or release

  Feed your family first

- Tell media when to expect additional info

- The sooner we get our message out…transparency
Twitter for Emergency Communication

LAX Airport
@flyLAXairport

There is an incident underway at LAX. Law enforcement is on scene. More information to follow.
11:37 AM - 1 Nov 2013
retweeted 1,037 liked 77

LAX Airport
@flyLAXairport

7 injuries, transported 6 to local hospitals.
2:00 PM - 1 Nov 2013
retweeted 278 liked 31

LAX Airport
@flyLAXairport

Airport Police did not hesitate in engaging active shooter. Airport Police officers are highly trained
2:06 PM - 1 Nov 2013
retweeted 148 liked 84
There is an incident underway at LAX. Law enforcement is on scene. More information to follow.
What Twitter Can and Cannot Do

There is an incident underway at LAX. Law enforcement is on scene. More information to follow.

Twitter can be used to keep news media informed, as well as the interested public. This also works well if officials refer to such a channel during press conferences as being the official news source as happened with that incident. In this way we can help automate the creation of news to some degree, and public outreach.

Incident started at 09:30 hours. 7 min later a tweet.

Useful info for public BUT not for those affected by shooting incident at Los Angeles International Airport.
WHEN THE WORST HAPPENS

› EMPLOYEE SUSTAINS SERIOUS INJURY OR DEATH, EMPLOYEE INVOLVED IN FATAL INCIDENT, DISCIPLINARY PROCESS

• FACEBOOK, LINKEDIN PAGES – PHOTOS, FRIENDS, CONNECTIONS

• GOOGLE NAME
  • MATT RITTNER, COURT CASE
  • SAM LENDA – OAK CREEK, UNUSUAL HOUSE, ARTICLE GAVE ADDRESS
  • MARRIAGE ANNOUNCEMENTS – LOCATIONS, NAMES OF IMMEDIATE FAMILY
Ask Me Anything!

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