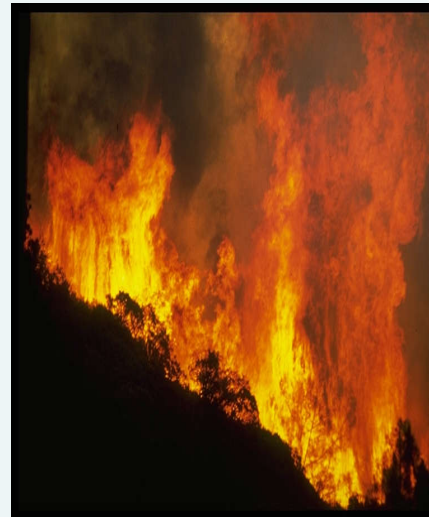




# Creating Your Emergency Public Information Plan and Putting it to Use

# Today's Agenda

- Getting buy-in
- Research
- Plan elements
- Communications tools
- Rolling it out
- Group exercise



## Before...not During

- Good crisis response is based on a communication plan already in place when an event occurs
- No organization can create an effective crisis communication plan after a crisis starts
- Reliable communication via multiple channels is now expected by the public

# Crisis v. Regular Communications

- Ongoing communications - make “deposits” in relationships:
  - Consistent delivery of key messages
  - Reach large array of audiences
  - Openness, transparency
- Crisis communications - make “withdrawals” when bad things happen:
  - Urgency
  - Messaging
  - Use of all communications channels

# Getting Buy-in and Setting Objectives

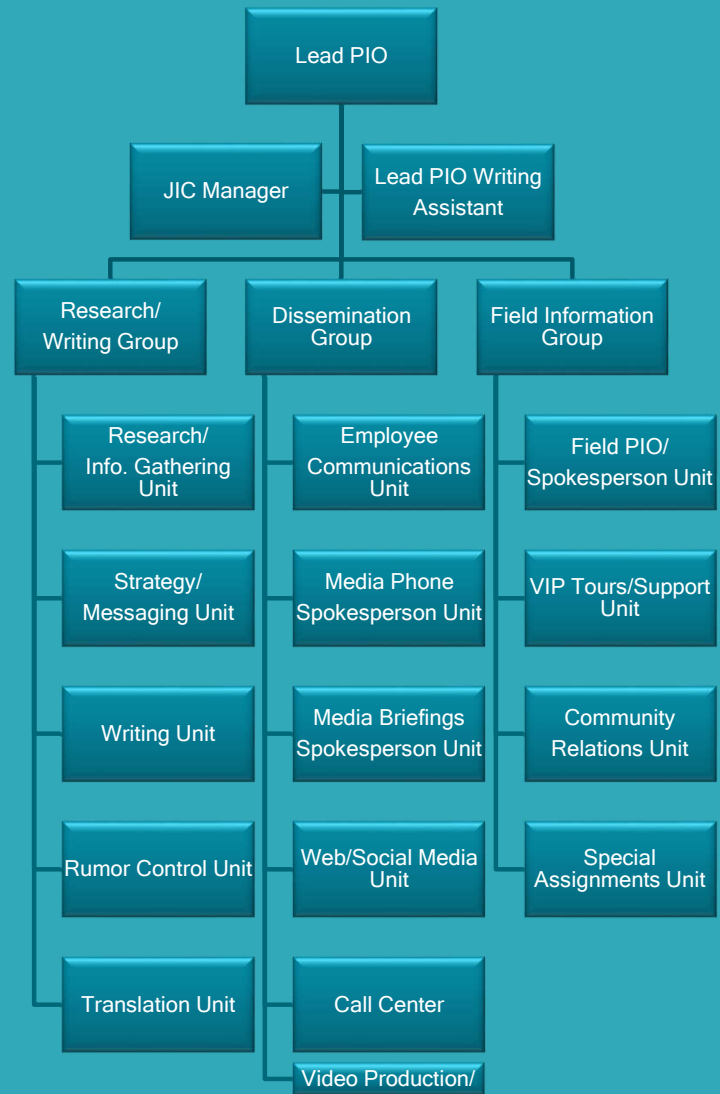
- Show a plan is crucial
  - Point out the risks of no plan
  - Demonstrate how plan will generate confidence and reduce downtime
  - Cost of a plan dwarfed by crisis spending
  - Financial reimbursement
- Consider objectives of incident response
  - Provide information
  - Generate confidence
  - **Save lives and property**

# Conduct Research

- Generic plan won't work
- Conduct interviews
  - Who do you interview?
  - Provides the plan content, direction
- How were past crises managed?
- Is there an existing agency emergency response or crisis communications plan?

# Plan Elements

- Sample plan contents list - *see handout*
- Organizational chart - *see sample, next slide*
- PIO incident flow chart - *see handout*
- Team activation





## Plan Elements - *con't.*

- Determine spokespersons
- Holding statement
- Materials preparation
- News releases
- Materials dissemination
- Internal communication

# Message Development

- Role of messages
- Message development questions
  - Audiences
  - Facts
  - Media
  - Policy
  - Blame
  - Recurrence

# Communications Tools

- News releases, statements
- Fact sheets, backgrounders
- Social media
- Visuals (portable signs, etc.)
- Low-power radio stations
- Mobile alerts
- Short videos

# Media Briefing Center/Field PIO

- Location
- Establishing the center
- Relationships with other staff, agencies
- Staffing
- Logistics
  - Media photo site, power, shelter, supplies, A/V, etc.



# Field PIO cont.

- Pool coverage
  - When to order a pool
  - Media decides who goes
  - Take care of local media separately; consider exclusives
- Information flow
  - EOC
  - Other staff
  - Other media
- Media photo site

# EOC

- Roles
  - Lead PIO
  - Other org chart boxes
  - Elected officials
  - Senior leadership
- Location in relation to Media Briefing Center
- Onsite/virtual/hybrid



# JIC

- Lead PIO
- JIC Manager
- Support
- Messaging/writing
- Dissemination
- Assessment



# Checklists

- Critical to provide direction
- Continually update to reflect staffing changes
- Staff must be thoroughly knowledgeable
- “Out of the box” for many
- Allows for anyone to step into any role



## Checklist – Crisis Communications Manager

Report to: C-DOC to confirm staffing, coordinate set-up; report as soon as possible to DOC.

Receives Information From: Director of Security, Executive Director, DOC Managers, Spokesperson, Materials Preparation Unit Manager, Communications Division Administrative Manager

Forwards Information To: Materials Preparation Unit Manager

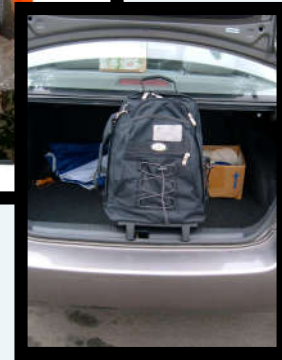
Action	Comments	Check When Done
<b>Step 1: NOTIFICATION</b>		
Receive Notification from Dispatch or Security – Determine as many facts as possible; Coordinate fact gathering with Director of Security and Assistant Director/PIO	<i>Log time</i>	
Notify Executive Director and other Management Team members as directed		
Following the criteria in <i>Section 5</i> , notify Commissioner, as directed, using the Incident Notification form		
Electronically distribute Notification to Materials Preparation Unit Manager		
<b>Step 2: ASSESSMENT &amp; FACT GATHERING</b>		
Use question guideline in <i>Section 5</i> to assess situation		
Determine response, consult with Dir. Security as needed		
Notify Executive Management, others, as appropriate		
Make determination regarding activating Crisis Communications Plan /		

# Messages, SM Posts, News Releases

- Anticipate likely crises
- Craft holding statement
- Develop key messages
- Add proof points if possible
- Agency has invested \$x in new resources in past five years...
- Staff has trained extensively in...
- Remember empathy

# PIO Go-Kit

- Two types of kits
- Doesn't need to be expensive
- Gradually add to it
- Buy name brands and heavy duty, not cheap
- Remember the consumables
- Train key staff members



# Crisis Website (Dark)

- Work with IT/IM to implement
- Mobile-optimized
- Start now - it takes time build all the content
- Include bios, photos, fact sheets, mapping function, alert sign-up info, etc.
- Include all Media Room material from main website
- Train staff in how to activate

# Access/Functional Needs

- Limited literacy
- Homeless
- Non-English speakers
- Visually impaired
- Hearing impaired
- Elderly
- Children

# Rolling it Out

- Share with elected/appointed leaders
  - Highlight their roles during a crisis
- Introduce at training session
  - Staff at all levels
  - Regional partner agencies
- Distribute to all staff
  - Internal drives, checklist booklets
- Pitch to local media
  - Emphasize agency's planning efforts

# Practice

- Divide into small groups
- Virtual attendees participate via con call
- Appoint scribe/spokesperson
- Choose a difficult issue likely to affect one or more group members
- Develop key messages and creative tools; identify barriers to effective communication
- 20 minutes (hey, it's a crisis!)