

Navigating the Phases of Crises

CAPIO

June 24, 2020

Today's Agenda

- 1** Trifecta+ of Crises
- 2** 4 Crisis Essentials
- 3** Case Studies
- 4** Q&A

Communicating Clearly in a Crisis



Trifecta of Crises

So...What Else Can Go Wrong?

- Pandemic
- Economic collapse
- Community unrest and protests
- And ...

They Keep On Coming

- Natural disasters
- Cyberattack
 - See *Western City* article
- Electeds may go rogue
 - See “guidelines” handout
- Elections and usual wackiness

#1: Emergency Communications Plan

Must Have an EPI Plan

- Plan is most important tool
- Needs to be done during downtime - whenever that may be
- See CAPIO website for:
 - Table of contents
 - Lead PIO checklist
 - PIO Team, JIC org charts - 3 levels

Handouts

Lead Public Information Officer

The Lead Public Information Officer reports to the EOC Director or Incident Commander.

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Regardless of Size ...

- Your PIO Team/JIC systems are same
- Scale up or down
 - Create team
 - Create content
 - Create/use dissemination tools
 - Disseminate - use a checklist
 - Report to management, repeat

#2: You're Doing 3x⁺ as Much as Usual

Create a Team & Keep Adding

- You can't have enough resources
- Overcommunicate
- How to staff up when no mutual aid
- Internal and external

How to create in-house team

Now is time to meet area PIOs

Scale, Efficiency, Resources

- Multiple spokespersons
- Relationships matter

HR: hire part-time help

IT: adopt new tech (WhatsApp, etc.)

Finance: convey budget info

Attorney, Schools, Chamber...

Always Work on Systems

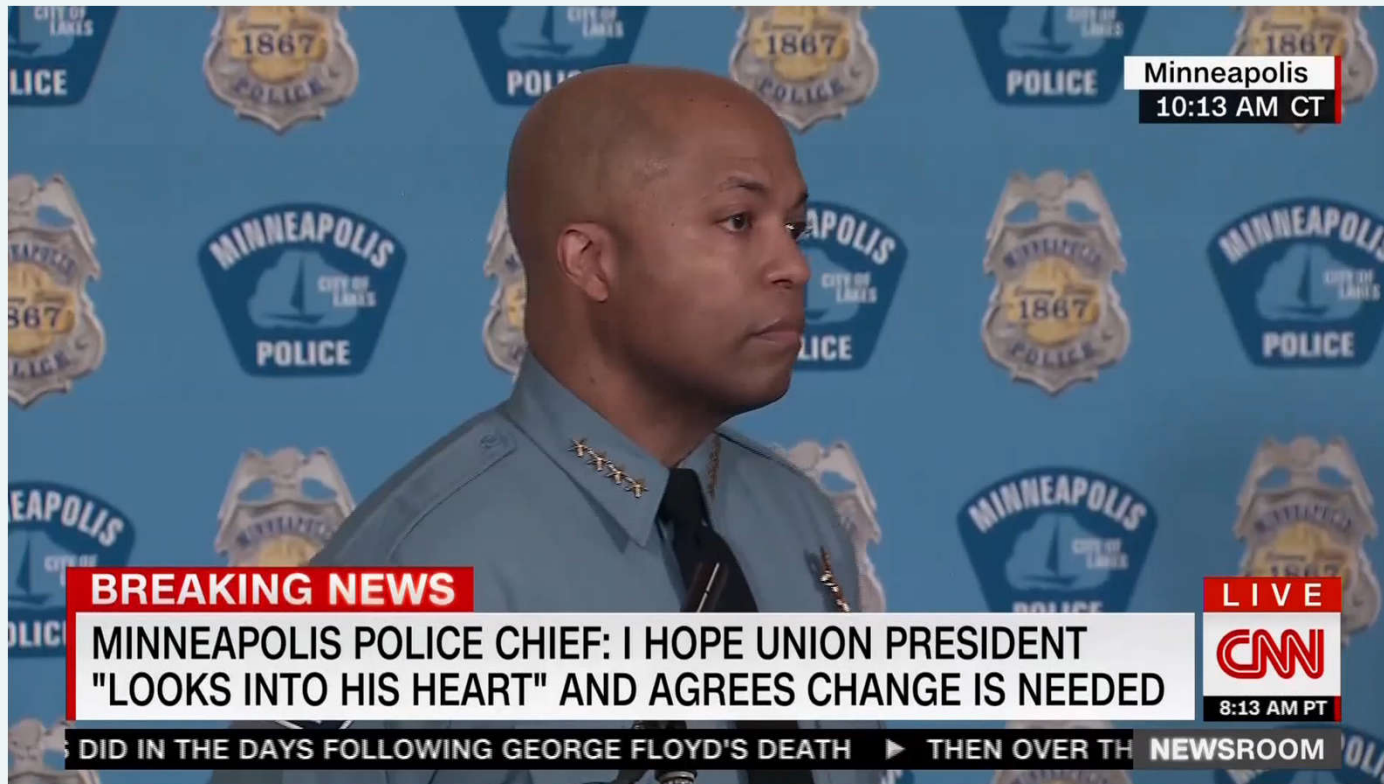
- During crises, you can't:
 - Redesign website
 - Create graphic design team
 - Easily create video storytelling unit
 - Create resident newsletter
 - Build key contacts database

#3: Messaging Even More Important in Crisis

Key Messages

- What you want viewers to know, think or do
- Provide context
- Not facts
- Creation becomes easier
- Entire agency all on same page

Messaging Example: MPD



#4: Please Use Fewer Words

Less Reading, More Visuals

- Don't fight limited attention spans

Fewer words

More graphics

More photos

More video

Use apps like Canva

Examples of Graphics

2 Weeks Before Council Meeting



Help after Harvey: TDI news, resources

Texas Department of Insurance sent this bulletin at 08/25/2017 12:44 PM CDT

Having trouble viewing this email? View it as a Web page.

tdi | Texas Department of Insurance

After a storm...

- Call your insurance agent
- Protect your home from more damage
- Make a list of damage & take pictures

To get the latest information:

- [Help after Harvey web page](#)
- [Office closures web page](#)
- [TDI Facebook](#)
- [TDI Twitter](#)

To get news alerts on your phone:

1. Go to our [sign up page](#).
2. Next to "Subscription Type," select "SMS/Text Message."
3. Follow steps and subscribe to "News."



COVID-19 SURVEY OF THE COMMUNITY

Learn more at rare-diseases.org/covid-19

772

Individuals with a rare disease, caregivers, and family members responded to the survey

98%

are worried about COVID-19



74%

Have had a medical appointment CANCELED due to COVID-19

COVID-19

Coronavirus Disease 2019

COVER YOUR COUGH

PREVENT PEOPLE AROUND YOU FROM GETTING SICK



Cover your mouth and nose with a tissue when coughing or sneezing. Put your used tissue in a waste basket and wash your hands or use an alcohol-based gel.



If you are sick and face masks are available, use one to protect others.

If you don't have a tissue, cough or sneeze into your upper sleeve, not your hands.

PAHO

BE AWARE. PREPARE. ACT.

Case Studies

South Pasadena PD Shooting

- Two years ago: PD called to home
- Woman with a gun, mental health
- Celebrity
- Outside investigation
- How to release results

Key principle: transparency

Video Release Timeline

- Determine strategy
- Prepare messages, scripts, train
 - See message platform
 - Prepare video for web distribution
- Inform all audiences in right order
 - Electeds, PD staff, agency staff,
public info channels, media

Release of PD Shooting Video



Electeds: Staying in Lane

Via **Cisco** Webex
San Jose, California
9:48 AM PT

BREAKING NEWS
CALIFORNIA PROTESTERS SMASH CAR WINDOWS, HALT TRAFFIC ON FREEWAY
Mayor Sam Liccardo | San Jose, California

TOMORROW ON CNN
WE REMEMBER:
A NATIONAL MEMORIAL
HONORING VICTIMS
OF COVID-19
12^P ET

LIVE
CNN
12:48 PM ET

HUMANS INTO EARTH'S ORBIT **CNN.com** ONE IN 10 CORONAVIRUS PATIENT SITUATION ROOM

Response: More than Facts

Getty Images



DEVELOPING STORY

L.A. EXPLOSION MELTED FIREFIGHTERS' HELMETS AND TORCHED THEIR COATS

FIREFIGHTERS WERE MAKING THEIR WAY INTO A BUILDING WITH "LIGHT TO MO

CORONAVIRUS PANDEMIC

GLOBALLY	
TOTAL CASES	DEATHS
4,673,809	312,646

IN THE UNITED STATES	
TOTAL CASES	DEATHS
1,474,127	88,898

SOURCE: JOHNS HOPKINS UNIVERSITY

TONIGHT ON CNN

A CNN FILM

SCANDALOUS

THE UNTOLD STORY OF THE NATIONAL ENGINEER

10 P ET

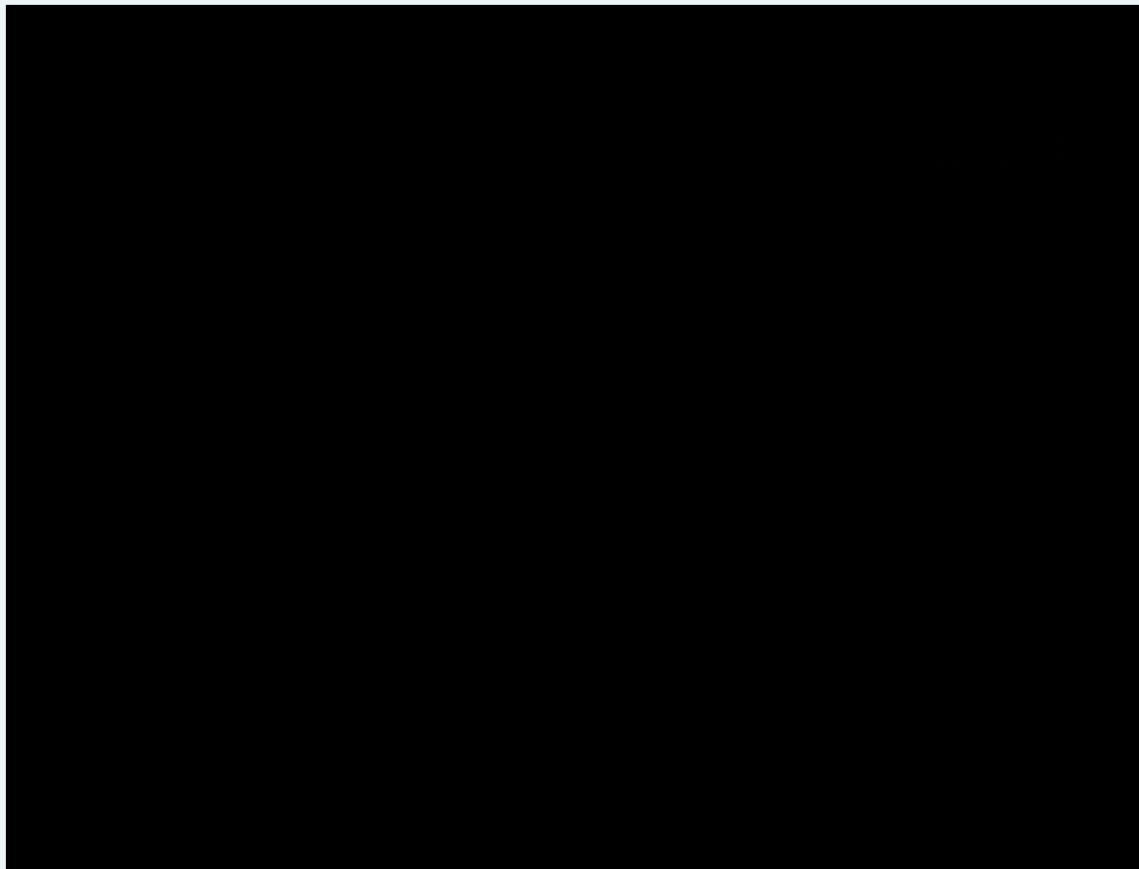
LIVE

CNN

10:17 AM PT

NEWSROOM

City Staff Holiday Party




LAFD PIO Skirts Mayor Qs



Your Role as Counselor





With public trust all things are possible. Without it, nothing is possible.”

Abraham Lincoln