Coordinating Communication for Risk Reduction

November 3, 2016
Welcome and Introductions

- Session purpose and takeaways
- Witt O’Brien’s session presenters:
  - Matt Stanley, Lead Facilitator
  - Frank Castro-Wehr, Facilitator
Agenda

- Activity – Fitting the Pieces
- Presentation and facilitated discussion
- Exercise
- Hotwash/discussion
- Q&A
Activity – Fitting the Pieces

- Designate activity groups
- One person will volunteer to be blindfolded
- The blindfolded person will attempt to solve the puzzle with no help from their partner (3 minutes)
- How did you do?
- Swap positions with another group member and blindfold them
- The sighted partners will assist the blindfolded partner in solving the puzzle by providing verbal cues (3 minutes)
- How did you do?
- Discuss how good communication helps individuals meet expectations
About the PIO

• Do you know your campus PIO?
• PIO Role:
  o Reports to incident commander
  o Internal & external communications
  o Strategic adviser to the policy group
  o Serves as the messaging and communications hub
  o Social media and media monitoring including rumor control
  o Liaison to campus AVPs of university communications
  o Liaison to other agency PIOs involved in the crisis event (i.e. City, fire, city police, etc.)
Role of the PIO

• **Report to incident commander:**
  - EOC and ICS Command Staff position
  - Works directly with the IC, EOC Manager, and/or Policy Group on communication strategies and tactics
Role of the PIO

• **Internal & external communication:**
  
  o Works through a Joint Information System or Join Information Center to manage inquiries, press conferences/releases, and common picture messaging.
Role of the PIO

• **Internal & external communication:**
  - Generates and seeks approval for both internal and external communications.
  - May serve as the incident spokesperson or as an advisor to the designated spokesperson.
  - Handles internal and external inquiries and ensures prompt, accurate information sharing.
  - Addresses special communications needs to audiences who require additional consideration
    - Hearing impaired
    - Visually impaired
    - Language and comprehension barriers
Role of the PIO

Strategic adviser to the policy group:
- Provides messaging insight and recommendations to the policy group
- Develops talking points for press conferences
- Ensures messaging accuracy and organizational transparency
- Provides direction on Freedom of Information Act inquiries, policy, and procedures
- Works directly with the designated spokesperson to ensure messages stay on point and to interpret misleading questions by the public or media.
Role of the PIO

• **Serves as the messaging and communication hub:**
  - Serves as a conduit between response management and the public and the media
    - May bring items of public interest or concern to the IC
    - Vets all information for dissemination to the public through the IC
  - Arranges media access/tours to incident site, when appropriate
  - Coordinates access to pool photographers, reporters, bloggers as necessary
Role of the PIO

- **Social media and conventional media monitoring, rumor control:**
  - Monitors and tracks conventional and social media reaction to the incident
    - May share media and public inquiries/reaction with IC as necessary
    - Provides direction to the public through press releases, press conferences, and social media exchange
    - Check facts and rumors and dispels misinformation/disinformation
    - Addresses reputation management issues
Role of the PIO

- Liaison to campus AVPs of University Communication:
  - Joint Information System
  - Campus PIOs will coordinate messaging across campus and across the system as necessary
  - Media monitoring may be conducted at multiple campuses and shared via AVPS of University Communications for reputation management and rumor control
Role of the PIO

- Liaison to other agency PIOs involved in the crisis event (i.e. City, fire, city police, etc.):
  - Joint Information Systems
  - Joint Information Center
  - Common messaging
  - Directing inquiries to the responsible authority

The Joint Information System (JIS) is the method of operating during an incident.

The Joint Information Center (JIC) is a central location to facilitate JIS operations.
CSU CO Model

• Uses a team approach in the ICS
• The PIO is the lead strategist but also includes:
  o Two social media specialists (one for monitoring; one for messaging).

• The expanded team includes:
  o Media Relations Director (quotable spokesperson)
  o Media Relations Manager (facilitates the interviews and tracks media inquiries)
  o Community Relations Director (interfaces with relevant community partners)
  o Governmental Affairs Director (shares details with key elected officials)
  o Advancement Director (disseminates information to donors)
  o Public Affairs Coordinator who handles the Public Affairs phone lines and email for inquiries from the public, campuses, and media.
• Staff maintains close working relationships with the campuses.
• Convenes the AVPs monthly and meets with them twice per year.
• Hosts an annual Professional Development Day for campus communications teams. Crisis planning and response topics are featured:
  o This June, the agenda will include a panel on reputation-related crises which compose the majority of our system's crisis events (i.e. Sexual assault cases, protests and sit-ins, hunger strikes, etc.)
The Front Fell Off

Video will be inserted upon arrival at FTP.
Facilitated Discussion

• Integrity
  o Story Spinning
  o Misinformation/Disinformation

• Transparency
  o CSU Mission
  o Reputation Management
  o Trust

• Clarity
  o Receiver Understanding
  o Call to Action (or inaction)
Facilitated Discussion

• Who is the audience?
• How do we reach different groups?
• What are the reasons to provide communication?
• When do we need to communicate (how soon, how often)?
• How do we coordinate the message?
• In what ways can we tie Business Continuity, Risk Management, and Emergency Management together through coordinated communication (internal and external)?
Hotwash/Open Discussion

• **Hotwash**
  - Three-up/Three-down
  - Key takeaways

• **Final Questions, Answers, and Comments**
  - Questions and comments on topics presented today
  - What other elements of coordinating communication would you like to explore in a conference or workshop setting?
Follow-up Support

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Keep Fitting the Pieces!