INCIDENT COMMAND &
PUBLIC RELATIONS
SURROUNDING A LARGE
SCALE EVENT
INTRODUCTIONS

MIQUEL SEGOVIA

Rich Maier

Wayne Smith
ICC – As the event progresses
Public information Officer is a vital function in disaster operations that contributes greatly to saving lives and protecting property. Public information entails the processes and systems that enable effective communications with various target audiences.
Themes weaved throughout the series include the 95/5 concept and an emphasis on whole community strategic communication planning.

The 95/5 concept relates to non-emergency and emergency PIO activities – 95% of most PIOs' work is in non-emergency times, with only 5% directly related to incident response or recovery. The activities a PIO chooses in non-emergency times (95%) has a significant impact on how successful he or she will be in the 5% spent in emergency response and recovery. This training focuses on both parts of the equation (FEMA.GOV)
IMPORTANCE OF PUBLIC RELATIONS

VITAL FUNCTION IN AN EMERGENCY RESPONSE

REPUTATION MANAGEMENT
DEVELOP AND MAINTAIN MEDIA RELATIONSHIPS

KNOW WHO YOUR CONTACTS ARE
CASE STUDY – BAD
United Airlines is pleased to announce new seating on all domestic flights- in addition to United First and Economy Plus we introduce....

3:13 PM - 10 Apr 2017

Insensitive
United Airlines killed a dog unnecessarily. I think we can all be done with United Airlines now. Hey @united, WE WILL GO ELSEWHERE.

Alex Leo @AlexMLeo
So in the past 12 month United has bloodied a passenger, banned girls from flying for wearing leggings, falsely accused a father of molesting his son and killed a dog. twitter.com/nycsouthpaw/st...

- Oscar Munoz, CEO, United Airlines
WHAT DO YOU BELIEVE WENT WRONG HERE?

HOW COULD THIS HAVE BEEN HANDLED DIFFERENTLY?

WHAT DO YOU THINK ABOUT THE STATEMENT THE AIRLINE PUT OUT? GOOD VS. BAD? WHY?
CASE STUDY - GOOD
"You drew from years of training and safety, and you knew how to land that plane. We salute you and every member of this crew. Thank you very much," President Donald Trump said before shaking Shults' and Ellisor's hands.

The way Shults handled the April 17 emergency has been applauded by passengers, but in a joint statement with Ellisor, the captain shrugged off praise for their actions.

"We all feel we were simply doing our jobs," they said in a statement posted on the airline's social media pages. "Our hearts are heavy. On behalf of the entire crew, we appreciate the outpouring of support from the public and our coworkers as we all reflect on one family's profound loss."

The pilots said they had been interviewed by investigators and would not be doing any media interviews.
CASE STUDY – BAD VS. GOOD

WHAT DO YOU BELIEVE WENT RIGHT HERE?

HOW DO YOU THINK THIS WAS HANDLED THROUGH THE MEDIA?

WHAT DO YOU THINK ABOUT THE STATEMENT THE AIRLINE PUT OUT? GOOD VS. BAD? WHY?
Avoid knee jerk reactions
Get ahead of the story
Be Proactive, Be Transparent, Be Accountable
Be ready for social media backlash
First apologize, then take action
See first to understand the situation
Listen to your team
Monitor, Plan and Communicate
Take responsibility
Express Empathy
Questions