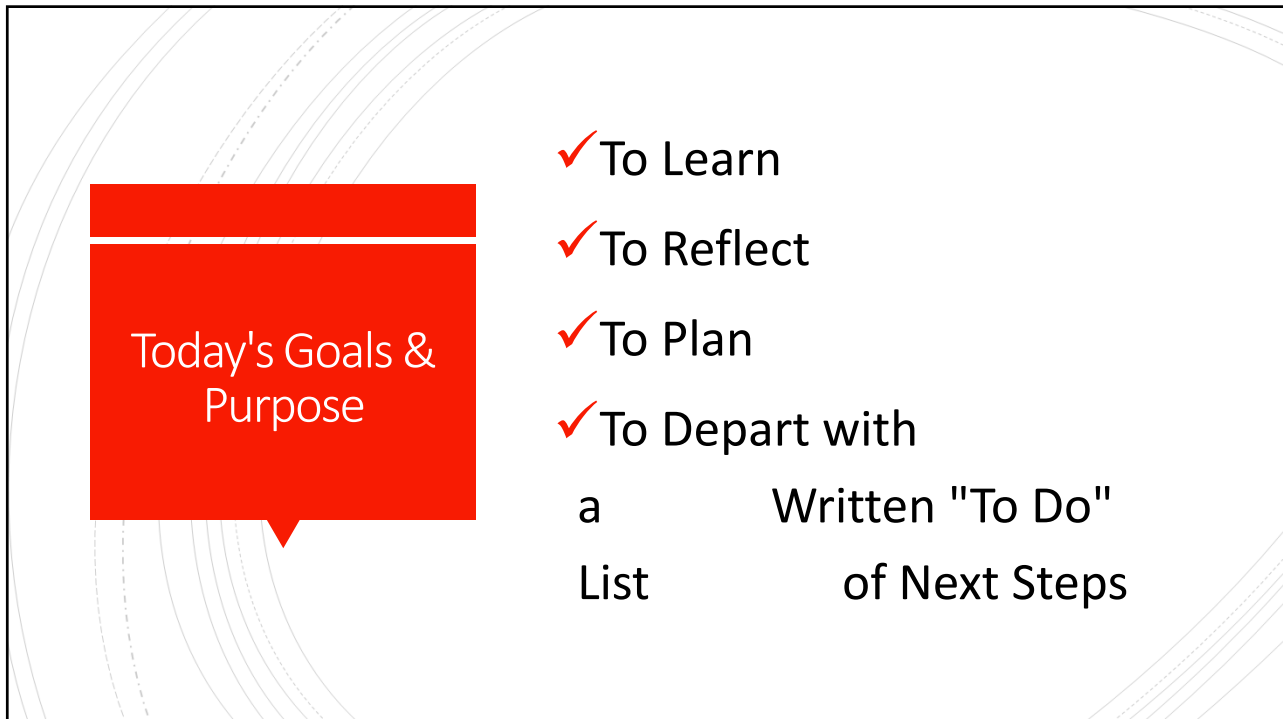



1




2



The 3 Most Important "Lessons of Today"

1. It is all about your pre-existing relationship with your elected officials, including **CLEAR DELINATION OF DUTIES**
2. It is all about the **QUALITY, DEPTH & TRAINING OF YOUR TEAM**
3. It is all about **ORGANIZATIONAL CULTURE OF PREPAREDNESS & READINESS**

3



Greatest Challenges of Communicating in the Current Environment


4



Today's Environment

- ✓ Exponential Growth of Risks
- ✓ Lack of Public Confidence in Government
- ✓ Lack of Public Confidence in Media
- ✓ Instant Transmission of Information (Live Streaming)
- ✓ Disbursement of Message Receptors
- ✓ Public Demand for Immediate, Accurate & Continuous Updates
- ✓ Lack of Organizational Capacity

5



Pre-event Preparation

6

## Elected Official Relationship Emergency Management Preparedness

- ✓ Forms from the first day NOT when the emergency strikes...INCLUDE IN ELECTED OFFICIALS  
ORIENTATION: THEIR ROLE IN AN EMERGENCY
- ✓ Roles & Rules MUST BE UNDERSTOOD & AGREED TO BY ALL...THIS WHEN IT IS CRITICAL THE GOOD MUNICIPAL ADMINISTRATOR TO LEAD & PROVE YOUR VALUE...TO ALL ELECTED OFFICIALS....NEW & TENURED...THE BURDEN IS ON THE ADMINISTRATOR TO SHARE THE VALUE OF A TEAM APPROACH
- ✓ HAVE A REGULAR SCHEDULE TO RE-VISIT, RE-TRAIN & GATHER IN-PUT & REVIEW THE RESPONSE PLANS WITH THE ELECTED OFFICIALS

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## Organizational Preparedness/ Culture

- Culture of Preparedness
- Risk Assessment.....followed with the knowledge of the Unanticipated/Unpredictable Risk
- Clear Designation of the Spokesperson for which Type of Events
- Solid Agreement with EACH elected official on Roles
- Training
- Job Descriptions
- Third Party Contractors
- FEMA Reimbursement Pre-work

8

A slide titled "Pre-event Preparation" with a red speech bubble containing the title. To the right is a bulleted list of six items. The background features faint, concentric circular lines.

## Pre-event Preparation

- Develop an Organizational Culture of Readiness
- Designated Spokesperson (MUST be Someone Who Can Handle the Task & the Stress)
- Ideally a Designated Organizer & a Designated Spokesperson (each with TRAINED BACKUP)
- For Every Position at LEAST one Designated Back-up
- Do not expect Superheroes to Leap Forward...do NOT rely on the proven under performer
- Prepared to Operate Alpha/Bravo Mode

9

A slide titled "Managing the Actual High-Pressure Press Conference" with a red speech bubble containing the title. The background features faint, concentric circular lines.

## Managing the Actual High-Pressure Press Conference

10



The slide features a red speech bubble on the left containing the text "Pre-Logistics". To the right of the speech bubble is a bulleted list of 10 items, each preceded by a red square bullet point. The background of the slide has faint, curved, light-colored lines.

## Pre-Logistics

- The Where & the Backup & the Backup to the Backup & the Alternatives
- Remember the Clip Boards & the Pencils
- Podium
- Tested Audio System
- Credentialing of the Media? Only Credentialed media to attend? (the fluid definition of today's media.....is a top TikTok influencer media?)
- Contacts....the Downside of Contact Sharing
- Which/who govt officials invited? How to manage the non-invited
- Clear Staff Roles....Contacting the Media, During true emergency do NOT assume Media reps reading their email/texts
- Greeting & Placing he Media

11




The slide features a red speech bubble on the left containing the text "Managing a High-Pressure Press Conference". To the right of the speech bubble is a list of 10 items, each preceded by a red checkmark bullet point. The background of the slide has faint, curved, light-colored lines.

## Managing a High-Pressure Press Conference

- ✓ Power & technology check well in advance & immediately prior
- ✓ Know the difference....& there is a difference
- ✓ Know your key message
- ✓ Know what you do not know & know when & how you will address the unknown
- ✓ Be in control (Who will open, close & call the questions)
- ✓ Be factual...not apologetic
- ✓ NEVER GUESS AN ANSWER, IF THE ASWER IS "WE DO NOT KNOW" ALWAYS BE TRUTHFUL & FACTUAL
- ✓ Communicating if start time delayed
- ✓ Addressing rumors

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- ✓ Announce EITHER the time of the next briefing or how when notice of next briefing will be alerted
- ✓ Equity between media outlets
- ✓ No matter the level of contentiousness, thank the media for disseminating critical information to the public
- ✓ Address any technical issues

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15

Text Yourself Your Personal "To Do" List in each category

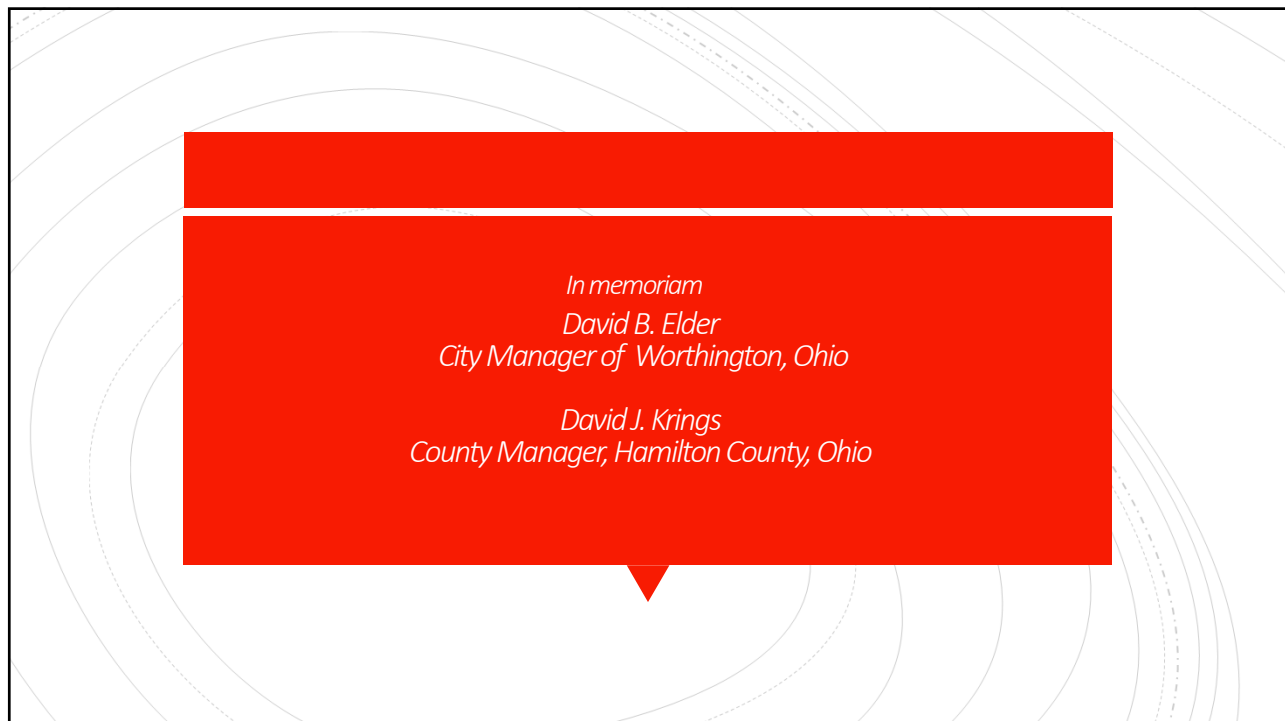
16



A slide with a white background and a decorative pattern of light gray curved lines. On the left, there is a red speech bubble shape containing the text "Follow-up Checklist". To the right of the speech bubble is a list of eight items, each preceded by a red checkmark.

- ✓ Council Relations
- ✓ Council Orientation
- ✓ Rules on Roles to be Developed, Discussed & Adopted
- ✓ All Media Contacts Updated
- ✓ All Other Governmental Partners Updated (Including schedulers, assistants & staff)
- ✓ All Emergency Management Plans Updated (Including back-ups & updated job Descriptions)
- ✓ Designated, Secure Location, Adequate Outlets, Generator power & Kept "Camera Ready"
- ✓ Staff Development: Assessment, Training & Drills)

17

A slide with a white background and a decorative pattern of light gray curved lines. In the center, there is a large red rectangular box containing white text.

*In memoriam  
David B. Elder  
City Manager of Worthington, Ohio  
  
David J. Krings  
County Manager, Hamilton County, Ohio*

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