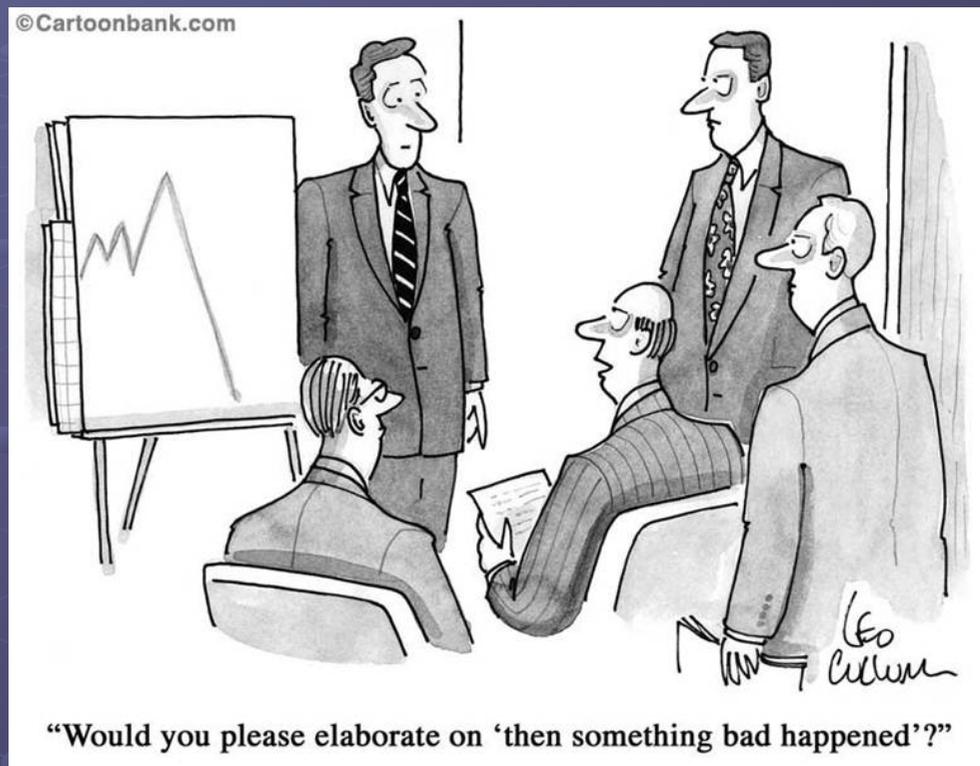


Emergency public information in a university setting

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Delivered to the Department of Energy
Emergency Public Information

October 31, 2007



University of California, San Diego



Dealing with emergencies at UCSD

- UCSD emergency services programs
- Crisis communications
- Questions

Emergency management

- California Standardized Emergency Management System (SEMS)
- Federal National Incident Management System (NIMS)
- Incident Command System (ICS)



Emergency response protocol



UCSD PD Dispatch

PD Chain of Command

VC Business Affairs

Chancellor

October 2007 wildland fires



NASA AQUA SATELLITE

October 2007 wildland fires



October 2007 wildland fires



October 2007 wildland fires

- 9 separate fires in three Southern California Counties.
- Over 500,000 acres burned.
- Over 1,700 homes and structures destroyed.

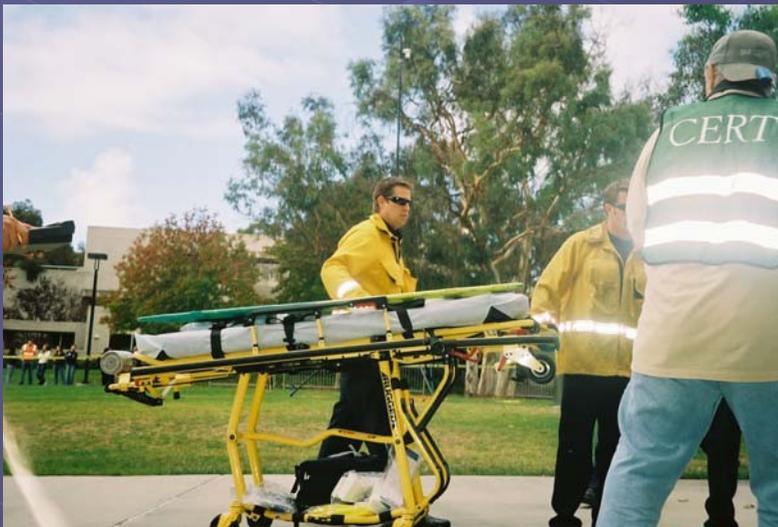
Tragedy at Virginia Tech

Monday, April 16, 2007

- Multi-agency response
- Use of the Incident Command System (ICS)
- Value of training and exercises



Training and exercises – active-shooter exercise Tuesday, Oct 16, 2007

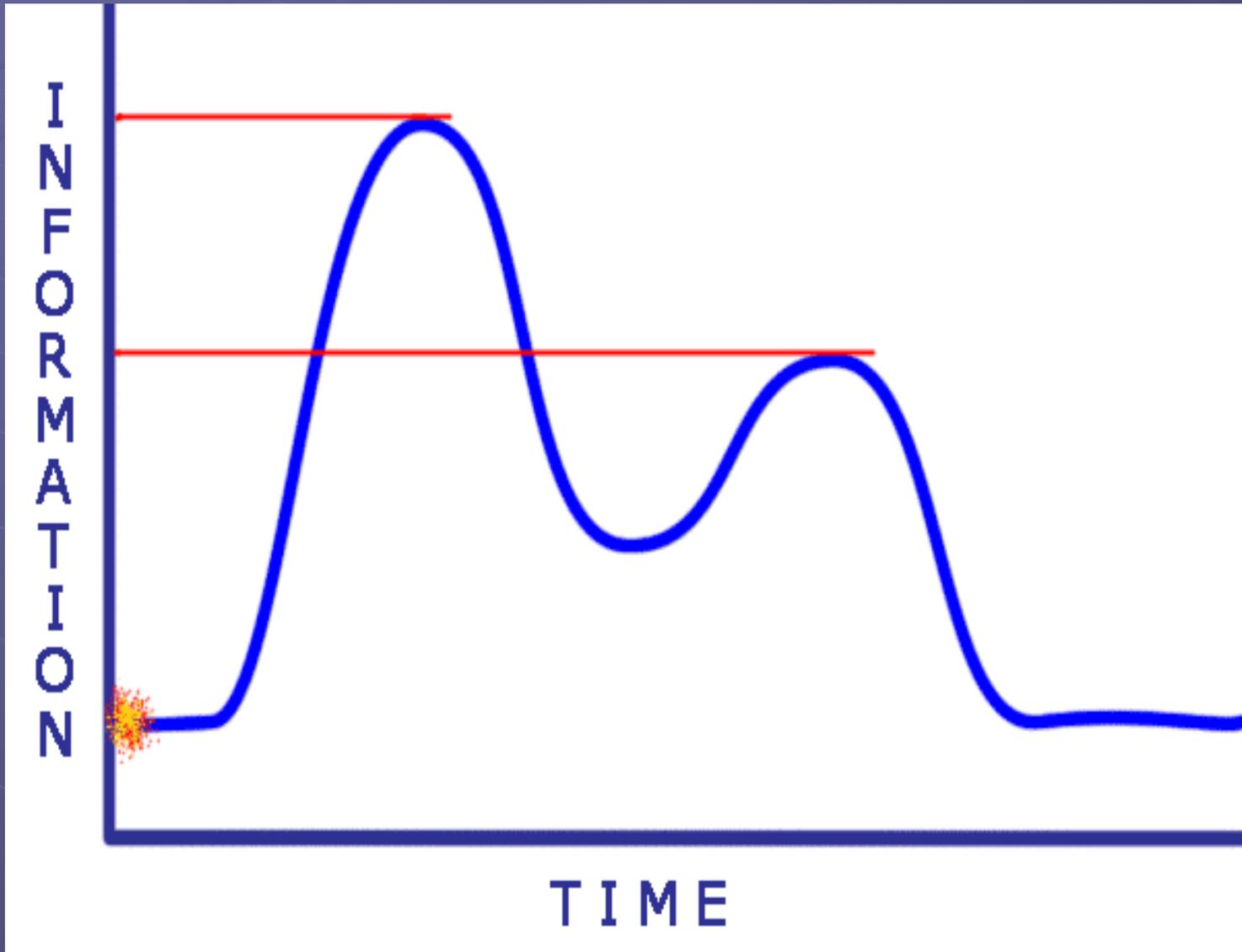


Crisis communications

- Manage on-scene media
- Identify issues and questions
- Plan/manage interviews
- Surrogate prep-
preparing bosses and
experts for their 15
minutes
- Staff EOC/Joint
Information Center (JIC)



Crisis response and information flow



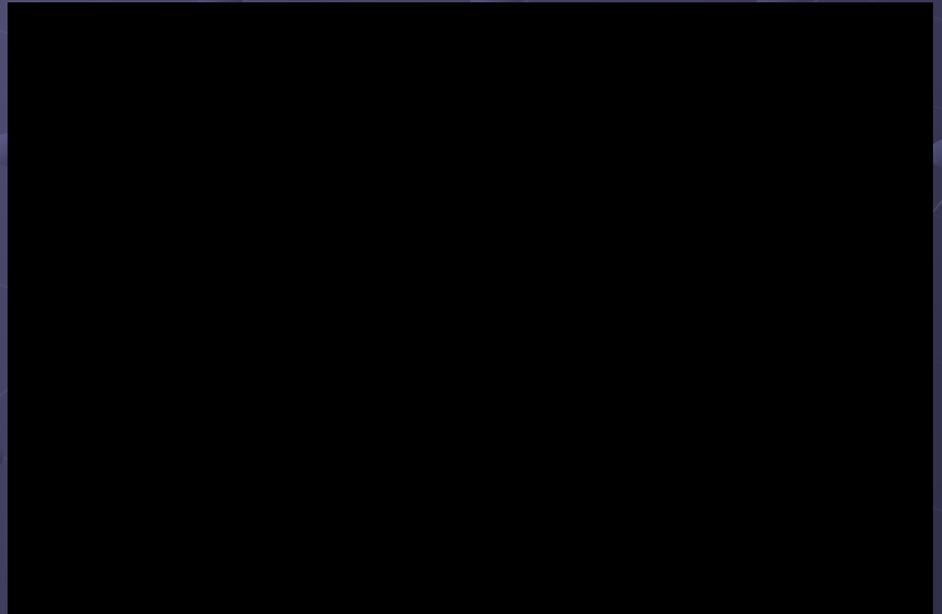
Effective leadership in a crisis

- A good enough decision
- Made soon enough to matter
- Communicated well enough to be understood
- Carried out well enough to work

Crisis communications research findings

Source: Consortium for Risk and Crisis Communications

- CCO
- 3/9/27
- 1N=3P
- AGL-4
- Rule of 3
- IDK



Message mapping

- 3/9/27
 - Three messages only
 - Nine seconds per message
 - 27 words total
- Based on the work and scholarship of Dr. Vincent Covello, Consortium for Risk and Crisis Communications, NY, NY

Message mapping

- What are the three most important things your audience would like to know?
- What are the three most important things you would like your audience to know?
- What are the three most important things your audience is most likely to get wrong unless they are emphasized?

Key Word Message Map 1

Message Map
Stakeholder:
Question/Concern

Key Message/Fact

1.

Key Message/Fact

2.

Key Message/Fact

3.

Keywords:
Supporting
Fact 1.1

Keywords:
Supporting
Fact 2.1

Keywords:
Supporting
Fact 3.1

Keywords:
Supporting
Fact 1.2

Keywords:
Supporting
Fact 2.2

Keywords:
Supporting
Fact 3.2

Keywords:
Supporting
Fact 1.3

Keywords:
Supporting
Fact 2.3

Keywords:
Supporting
Fact 3.3



Thank you

*“People want to know
you care before they
care what you know.”*

- Will Rogers

