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 The Office of Education and Data Management, Department of Construction Services
 In cooperation with The Connecticut Building Officials Association
 and The Connecticut Fire Marshals Association



Annual CBOA/CFMA Educational Conference for Code Officials
 Media Relations for Building and Fire Officials

NOVEMBER 20, 2012 • CENTRAL CONNECTICUT STATE UNIVERSITY
 STUDENT CENTER ALUMNI HALL 8 AM—12:15 PM

WELCOME

Twelfth Annual Conference

CBOA/CFMA



Media Training Program
 Program condensed from
www.Publicinformatonofficer.com
 And FEMA PIO programs

Our Agenda For The Day

8:40-9:10	Media relation basics	Lt. Paul Vance
9:10-9:40	News Reporter needs when on scene	Bob Wilson
9:40-10:10	Set up and dealing with the media	Alan Zygmunt
10:10-10:30	BREAK	
10:30-11:00	Crisis Communications basics	Rob Ross
11:00-11:30	What not to say during investigations	Judy Dicine
11:30-12:00	Kleen Energy, 505 Main St. Building Collapse	Al Santostefano John Parker
12:00-12:15	Questions, wrap up, thanks!	Rob Ross

Today's Program Moderator

- ▣ Rob Ross
 - State Fire Marshal

Media Relations

It should be partnership



Media Relation Basic's

- ▣ Lt. J. Paul Vance
 - Connecticut State Police Public Information Officer

The Public Wants To Know Three Things

- **What happened?** These facts should be released as soon as the information is confirmed. Updates should be frequent and numerous.
- **What does it mean to me?** Place yourself in the public's shoes. Provide people with information to enhance their safety and address potential concerns they may have. Fear of the unknown is greater than fear of the facts.
- **What are you doing about it?** The public wants to get "back to normal" as soon as possible. Tell people what you are doing to control the situation and return order. Explain how the process will work, how long it could take, and what can be expected.

Key Message Development

- Any statement should consist of no more than three or four key messages you want to convey to the public.
- In the initial stages of a crisis, information about health and safety should constitute the primary message.
- Other key messages should have information to calm the public, such as what is being done to respond and recover from the crisis, commitment to solving the problem, levels of expertise involved, and statements of concern.
- Try to phrase your key messages in 10- to 12-word sound bites for ease of understanding.

MULTIPLE AGENCIES

- ❑ ISSUES- with a Multiple agencies response
- ❑ Co-orientated response to press
- ❑ Need all player on board around the table
- ❑ COMMAND AUTHORIZATION OF RELEASE OF INFO
- ❑ Need 1 (ONE) spokesperson
- ❑ Need specialists available as needed
- ❑ Need author of press releases (send them out)

Speaking With ONE VOICE

- ❑ HE/SHE is the Sole source for media information
- ❑ Establish chain of command that OK release of info
- ❑ He/She brings the Experts to microphone as needed

Speaking With ONE VOICE

- ❑ TV/RADIO INTERVIEWS
 - OFFICE---Watch live mikes --
 - Sanitize environment-- TV
 - Think in terms of sound bites--
 - Avoid stiff bureaucratic setting-- TV
- ❑ ONE Spokesman should be identified
 - Allow time for set up --pick background-- TV
 - Provide internal escort to media--
 - Be prepared for B-ROLL-- TV

TV/RADIO Continued

- ❑ **Point counter point interviews**-remain calm-
- ❑ **AMBUSH Interviews**--- prevent them, be aware of media location ,keep moving if you can, Be Calm SOLUTION -- Draw them to you where you can escape -- answer one question then set up time in future to address the issue
- ❑ TALK BACK INTERVIEW -- LIVE -- MAY BE NECESSARY TO GET THE INFO OUT

Media Crisis Coverage Cycle

- **Breaking Phase** – Media arrives on scene requiring access and information; basic coverage of who, what, when, where, why and how.
- **Sustaining Phase** – Media attention grows, use of subject matter experts to fill immediate information void.
- **Recovery Phase** – Crisis is defined, questions on cause, problems, and blame surface. A reduction in media interest may occur.
- **Anniversary Phase** – Spike in interest, questions on current status or lessons learned.

News Briefing Check List

- ☐ Before the briefing:
 - Determine location
 - Time of day
 - Prep facility
 - Announce briefing to the media
 - Prepare media kits
 - Prepare participants
 - Have list ready of speakers for the media attending

News Briefing Check List

- ☐ Opening the briefing:
 - Greet the media
 - Provide information on names, titles and agencies of speakers
 - Let the media know what the flow of the briefing will be
 - Introduce speakers
 - Provide situation update
 - Open up for questions at the end
 - Remain calm, in control and be helpful

News Briefing Check List

- ☐ Closing the briefing:
 - Summarize and reiterate key points
 - Advise time of next briefing
 - Close and leave room
 - Use the PIO/Moderator as a barrier

News Briefing Check List

- ☐ Following the briefing:
 - Document what was said
 - Monitor media coverage
 - Actively correct any media inaccuracies
 - Debrief speakers as needed

Briefing Mechanics – How to Get It Done

- ☐ Whenever possible, a news briefing should be held indoors
- ☐ Have clear access for ingress and egress of your speakers
- ☐ Will it be covered “live”?
- ☐ Environmental control
- ☐ Invite all agencies with a stake in the event to attend
- ☐ Determine who speaks about what

SUMMARY

- ❑ Anticipate what people will want to know
- ❑ Key your message to that area in writing and orally
- ❑ Present the material during a coordinated announced press conference
- ❑ Establish a media briefing area and keep them informed on a regular basis

News Reporter Needs

- ❑ Bob Wilson
 - Reported WTNH, New Haven

On scene Media needs

- ❑ Alan Zygmunt
 - Captain/PIO Southington Fire

The PIO During Emergencies



Alan Zygmunt
 Southington Fire Department
 DESPP – CT Fire Academy

Outline During Emergencies

- ❑ What PIO needs.
- ❑ What the media needs.
 - Long term incidents
- ❑ Setting up a Media Staging area.
- ❑ NIMS terms
- ❑ On scene Nightmares

PIO 1

PIO ON THE SCENE

❑ PIO NEEDS ON THE SCENE



- ❑ The PIO needs to be able to talk to workers, administration, legal staff.
- ❑ The PIO should be involved in all management briefings so they can answer questions and anticipate potential issues involving the media.
- ❑ The trust of his or her co-workers and administration. The PIO works for their agency, not for the media.

PIO 2

The Media will want;

- ❑ To know how close they can get to the scene
- ❑ Access to newsmakers or persons in charge of the scene
- ❑ An explanation of the big picture



PIO 3

The Media will want (cont.)

At a large or long term incident;

- ❑ *Regular* status reports on what is happening right now.
- ❑ Where you are located and how can they get in contact with you.
- ❑ Where they can park and set up microwave or live satellite trucks.
- ❑ Location of nearest telephones, food, lodging, gas stations.
- ❑ Create a media staging area.
 - Be proactive



PIO 4

Staging Area considerations



- ❑ Does it infringe on a crime scene (for investigative purposes)?
- ❑ Does their presence interfere with work being done (rescue, clean-up, etc.)?
- ❑ Are they in danger – will they endanger others?
- ❑ Is it convenient for you and policy makers to communicate face to face?
- ❑ Are they too close – can they find out sensitive or protected information?

PIO 5

Staging Area considerations (cont.)

- ❑ Do the media have a clear line-of-sight to satellite or microwave towers?
- ❑ Can the media get images they want?
- ❑ Are there “convenience” facilities available for media (restrooms, food, electrical outlets, etc.)?
- ❑ A little kindness can go a long way...



PIO 6

How do you keep them there?

(Keep the kittens in the box)

- ❑ You can't, and don't expect them to stay there all of the time. They will go other places to get other information (local citizen reactions, sidebar stories, etc.).
- ❑ You can entice them to stay by giving them regular “official” updates and letting them know that if they are absent they may miss something important or interesting.



PIO 7

NIMS and Public Information

- ❑ The PIO supports the Incident Command
 - Advises the IC on all public information matters.
 - Reports approved messages to the Media.
- ❑ Public Information must be coordinated to establish a consistent message.
- ❑ Federal, State, Local, Tribal Nations, Private Sector Organizations participating in Incident Management do not lose their identity or responsibility to their organization
 - Each organization contributes to the overall unified message. (One Voice – One Message)

PIO 8

Joint Information System (JIS)

- ▣ An organized, integrated and coordinated mechanism to ensure the delivery of understandable, timely, accurate and consistent information to the public in a crisis.
- ▣ Key elements:
 - Interagency coordination and integration
 - Developing and delivering a coordinated message
 - Support for decision makers

PIO 9

A Joint Information Center (JIC)

- ▣ A physical location where PIOs from organizations involved in incident management can collect provide emergency info, crisis communications and other public affairs functions.
- ▣ Designed to provide process/location for dissemination of information. Joint - all sources
- ▣ Gather incident data.
- ▣ Provides for a “one-stop shopping center” for media.
- ▣ Analyze public perception.

PIO 10

JIC...(cont.)

- ▣ Provides the ability to conduct frequent news media briefings & background data.
- ▣ Prepare spokespersons.
- ▣ Provides for a coordinated release of information to all official news routes.
- ▣ Minimizes release of conflicting information.
- ▣ The JIC is not the only source the media will use.
- ▣ The JIC is not a means of preventing individual departments from commenting on their own operations.

PIO 11

ON SCENE NIGHTMARES



- At the scene of an incident, things can quickly turn against you and your agency if they are not properly handled.
- Providing no information
 - This can lead to the media turning on you and your agency. They will not want to work with you and may begin to portray your agency as incapable of doing its job.
- Providing the wrong information
 - You cannot “take back” statements made to the media. Make sure that what is said is correct.
- Losing your cool
 - Failure to remain calm and in control will make you the story. Not only will you look foolish, but you will lose credibility with your co-workers, the media and the public.

PIO 12

ON SCENE NIGHTMARES

- Playing favorites
 - When the incident is large enough national media will show up. Sometimes these are very famous people and you may be tempted to “help” them more than other members of the media.
 - Remember that these people leave as soon as the incident is over, but your local media will be there for a long time to come.
 - Treat everyone the same - but make sure that your local professional media are taken care of.
- Calm vs. Chaos

PIO 13

Summary

- ▣ Setting up a Media Center
- ▣ Best ways to “Keep the Kittens in the Box”
- ▣ Acronyms: NIMS, JIS, JIC
- ▣ On Scene Nightmares
- ▣ Remember PIO’s primary function...

PIO 14

Crisis Communications

- ▣ Rob Ross
 - State Fire Marshal

Crisis Communication- WHY WE DO IT

- Effective crisis communication with the public through the media grants many long- and short-term benefits, including:
 - Getting important information to the public when the public needs it,
 - Creating and/or enhancing response organization authority and credibility,
 - Calming public fear and anger,
 - Enhancing control over media “spin”, and
 - Providing damage control for agency image.

Crisis Communication- WHY WE DO IT

- ▣ Ineffective crisis communication can result in many negative consequences, including:
 1. fatalities
 2. Injuries
 3. property loss
 4. loss of the publics trust

Crisis Communication- WHY WE DO IT

- ▣ When a crisis happens, we must ready to respond to questions from the news media and the public.
- ▣ Failure to address concerns and questions quickly, accurately, and completely can lead to the perception that your agency is not qualified to respond and that you do not care about your community.

Information The Media Will Want During A Crisis

- ▣ **The cause** – The why, which is usually the last of the W’s (who, what, when, where, why) to become known, but the first question asked.
- ▣ Do not speculate but provide as much accurate information you can at the time.
- ▣ During events that involve fatalities we owe it to the victims and their surviving families to release cause and origin information only when C and O has been fully determined.

Information The Media Will Want During A Crisis

- ▣ **Eyewitnesses or first responders to the scene** – Eyewitness reports add color and first-hand knowledge to an event. It makes everyday people into heroes and on-the-scene observers.
- ▣ **Other information the news media will want includes:**
 - Who called the alarm
 - How many injured/killed
 - Nature of injuries
 - where injured are receiving care, where the dead are being taken

Information The Media Will Want During A Crisis

- How many affected
- How many response workers
- What agencies are involved
- Who's in charge
- Extent of event
- Who first arrived to help
- What they saw on arrival

Information The Media Will Want During A Crisis

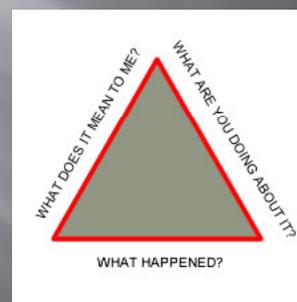
- If anyone of prominence is among the dead or injured
- Circumstances surrounding the escape of survivors
- why the dead could not escape
- Any indication/warning/advance notice that the emergency was about to happen
- Could this have been prevented

Information The Media Will Want During A Crisis

Extent of response to the incident -

- How many persons, pieces of equipment, and departments responded
- How the situation is handled
- Assistance by any prominent persons
- Acts of heroism
- What is being done to safeguard the community from a recurrence
- Who is paying for what
- Statistics to identify the scope of the crisis or event

Crisis Communication Message Triangle What the Public Really Cares About



Key Crisis Messages - Who Is Your Audience?

- Local Community and/or statewide, national
- Special populations, including non-English speaking, special needs, etc.
- Workers responding to the incident and their families
- Members of your organization
- Other stakeholders
- Media

Following the Crisis

- ▣ Encourage media outlets to continue to send out the recovery message after an event:
- ▣ To direct citizens to assistance, basic necessities, and comfort after an emergency
- ▣ To help maintain calm, stability, and community cohesiveness

Make A Plan

- No crisis communication effort will be successful without a clear and comprehensive plan.
- Make sure the plan addresses;
 - how information is gathered and verified;
 - how the Joint Information System is utilized;
 - how and when to activate a Joint Information Center;
 - how to craft a message;
 - how to work with special needs populations;
 - and how to work with the media.

Being Prepared Is Your Key To Success

What, Me Worry?



- ▣ *This attitude will only get you into trouble!*

What Not To Say During Investigations

- ▣ Judith R. Dicine, J.D.
Office of the CT Chief State's Attorney,
Housing Matters
Judith.dicine@ct.gov
Office Phone: 203 773-7755

WHEN YOU CAN'T SAY ANYTHING

- In some circumstances, information must be withheld from the public. Any case which does or may involve criminal investigation or possible charges is exempt from public right-to-know laws.
- Classified information, details of law enforcement investigations, private medical reports, and some personal data cannot be discussed.
- If these issues arise, explain why the information cannot be discussed and then bridge back to key messages.
- Avoid talking about cause, manner of crime, type of incident, blame, and costs, and who might be a witness.
- Less is always more. Exception- public safety. We can publicize later.

Subject Matter Expert (SME) Preparation

- ▣ Often it is necessary, and even desirable, to have a technical expert (or supervisor) provide an interview with the media.
- ▣ He or she must be:
 - Credible
 - Articulate
 - Knowledgeable
 - Available
 - Approved

MEDIA ON THE SCENE

- ▣ Why the news media WILL arrive on the scene?
 - To get the most current information
 - To capture any images they can use in telling the story
 - To add a sense of excitement and immediacy to the story
 - Keep a log of media for your future review of collected video and other evidence.

Select Laws on Media Disclosure

- CT Practice Book
 - Rules of practice for all CT court proceedings. Contains special rules for attorneys, particularly prosecuting attorneys for the state, regarding pretrial publicity.
- CT Freedom of Information Statutes
 - Requires disclosure of certain records by law unless exempted specifically. Law enforcement has certain exemptions that may apply.

CT Practice Book

- **Section 3.6 Trial Publicity**
 - (a) A lawyer who is participating or has participated in the investigation or litigation of a matter shall not make an extrajudicial statement that the lawyer knows or reasonably should know will be disseminated by means of public communication and will have a substantial likelihood of materially prejudicing an adjudicative proceeding in the matter.

CT Practice Book

• Section 3.8 Special Responsibilities of a Prosecutor

A prosecutor in a criminal case shall:

... (5) Exercise reasonable care to prevent investigators, law enforcement personnel, employees, or other persons assisting or associated with the prosecutor in a criminal case from making an extrajudicial statement that the prosecutor would be prohibited from making under **Rule 3.6**.

Freedom of Information

- **CT General Statutes Section 1-210**, et. seq.
 - **CGS 2-210(a)** States that except as otherwise provide by any federal or state law, all records maintained or kept on file by any public agency, whether or not required to be kept by law, are deemed a public record which every person shall have a right to inspect, copy or receive a copy of per **CGS 1-212**.

Freedom of Information Law Enforcement Exemption

- Includes a law enforcement exemption in **CGS 1-210(b)(3)**: Records of law enforcement agencies not otherwise available to the public which records were compiled in connection with the detection or investigation of a crime, if the disclosure of said records would not be in the public interest because it would result in the disclosure of ...

FOI Law Enforcement Exemption

- **CGS 1-210(b)**, cont.
 - (A) the ID of an informant who could be endangered or subject to threat or intimidation,
 - (B) signed statements of witnesses,
 - (C) information to be used in a prospective law enforcement action if prejudicial to such action,
 - ...

Pending Case Exception

- The Division Of Criminal Justice has an exemption under the FOI from disclosure of any reports prepared in connection with an arrest while the criminal prosecution is pending.
 - Requests for information during this period should be referred to the prosecuting attorney prior to any release of information.

DCJ Operations Exempted

- Sec. 1-201. Division of Criminal Justice deemed not to be public agency, when. For the purposes of subdivision (1) of section 1-200, the Division of Criminal Justice shall not be deemed to be a public agency except in respect to its administrative functions.

Freedom of Information

- CGS 1-215 Record of arrest as public record. Exception.
 - Requires disclosure of arrest records with certain exemptions, i.e. juvenile or erased records.
 - Defines record of arrest to mean:
 - (1) name, address of person, date, time and place of arrest and offense for which arrested, and
 - (2) at least one of the following designated by the law enforcement agency: arrest report, incident report, news release or other similar report.

“Although the Freedom of Information Act (FOIA) was intended as a general matter to promote openness in government, the FOIA itself recognized competing interests, and the need for some governmental records to be confidential, at least initially”. Commissioner of Public Safety v. Freedom of Information Commission (August, 2012), 137 Conn.App. 307, 48 A.3d 694.

Press Releases

- If any criminal investigation or potential prosecution is in place or contemplated, the law enforcement agency, including the local fire marshal or building official, should provide a copy and obtain permission from the prosecuting attorney before release.

ELECTED OFFICIALS & POLICY MAKERS a word of caution...

- Most crises will garner the attention of local, state, and federal elected and appointed officials.
- Keeping these individuals informed about the situation can reduce criticism, minimize uninformed interference and sometimes result in additional resources being brought to help to resolve the problem.
- Be sure to provide quick responses to all government inquiries, with assurances of full cooperation.
- One caution, though - work to avoid any signs of political favoritism that could cause damage to agency image. Ideally, politics should have no place in responding to a crisis.

HOW TO SAY IT

- Determine what information and messages you want to communicate, and know what you do not want to say or what you cannot discuss.
- Be clear and concise – don't ramble. Keep your statements short. Phrase things so that members of your community can understand.
- Stick to the facts and key messages.
- If you don't know, say so. Never lie.
- Never speculate ("what if" questions). Speculation can lead to the perception that the crisis is much more severe than it is.
- Be first with the information – slow release of verified information will lead the media to other, possibly less credible, sources.

HOW TO SAY IT

- ▣ Be empathetic and reassuring – even a small crisis can be devastating to those involved.
- ▣ Stay positive yet realistic – public confidence in the response effort is critical.
- ▣ Communicate technical details clearly – avoid jargon and acronyms; have visuals such as maps or models available for enhanced explanations.
- ▣ Do not repeat negative words from questions.
- ▣ Speak only about your agency and what it is doing.
- ▣ Off the record? No such thing.

Know your community

- **Seven Cultural Lessons**
- Don't assume everyone thinks and perceives the same way as you do. We have some commonality, but be ready for people to see and perceive things differently.
- What you think of as normal may only be cultural. But there is some behavior is universal and does not differ from country to country.
- Familiar behavior may have different meanings.
- Don't assume that what you meant to convey is what is understood by the receiver.
- Don't assume that what you understood is what was meant. You will hear/understand what others say through the filter of your own experience.
- You don't have to like "different" behavior, but you should try to understand where it comes from.
- Most people do behave rationally; you just have to understand how they are grounded and what their belief system is.

What Not To Say During Investigations

- ▣ Judy Dicine
 - State's Attorney, Prosecutors Office

How To Say It

- Determine what information and messages you want to communicate, and know what you do not want to say or what you cannot discuss.
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- He or she must be:
 - Credible
 - Articulate
 - Knowledgeable
 - Available
 - Approved

Kleen Energy

- Albert Santostefano
 - Fire Marshal, Middletown F.D.



Kleen Energy Victims

- Peter Chepulis of Thomaston, CT
- Ronald J. Crabb of Colchester, CT
- Raymond Dobratz of Old Saybrook, CT
- Roy Rushton of Hamilton, Ontario Canada
- Chris Walters of Florissant, MO.
- Kenneth Haskell, of New Durham, N.H. (2/20)



In addition to being PIO AI photographs well too!



Kleen Energy



Kleen Energy News Headlines

- ❑ Frantic Warning Given Before Blast At Middletown Plant
- ❑ Middletown Power Plant Explosion: Focus On Worker's Torch
- ❑ 'Guys below me just got flattened' says worker of Kleen Energy Plant explosion in Connecticut
- ❑ Chemical Safety Board Probing Kleen Energy Blast Says Using Natural Gas To Clean Pipes Common In Industry

Incident Summary

- ❑ High pressure Natural Gas explosion
 - Largest of its kind
- ❑ 6 fatalities
- ❑ Over 40 injured
- ❑ Extensive facility damage
- ❑ Economic complications

Media Relations

- ❑ Established a PIO team early
 - Utilized a PIO from neighboring department
 - Worked through the IC to ensure a consistent message
- ❑ Provided briefings every 2 hours on days 1 and 2
- ❑ Held press conferences whenever new information was available
- ❑ Media requests from everywhere

505 Main Street

- ❑ John Parker
 - Building Official, City of Middletown



505 Main Street, Middletown



505 Main Street News Headlines

- ❑ Snow, Sleet, Rain Crush Main Street Building
- ❑ Building's owner narrowly escapes as 505 Main St. collapses
- ❑ The century-old brick building, a former school, had a gym on the third floor. DiPiro and Conley got there just in time to see 2-foot thick ceiling beams bending and cracking. "I said 'Chris! Run!' and we grabbed our jackets and ran in front of Luce where we called 911."

Incident Summary

- ▣ Several employees and first responders narrowly escaped before the collapse
- ▣ 4 business were displaced
- ▣ Surrounding buildings experienced damage as a result of the collapse
- ▣ A key section of Main Street was closed for several days for clean up and demolition
- ▣ New building was constructed in the same location and opened in summer 2012

Program Wrap Up

- ▣ Questions

Thanks to:

- ▣ Lt. J. Paul Vance
- ▣ News Reporter Bob Wilson
- ▣ Captain Alan Zygmunt
- ▣ Attorney Judy Dicine
- ▣ FM Al Santostefano
- ▣ BO John Parker
- ▣ You for attending!