



# COLLABORATING IN CRISIS: MEDIA AND EMERGENCY MANAGEMENT PARTNERSHIPS

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# INTRODUCTION



- News Director
- 97 years on-air in Seattle
- Objective news organization
- Always cover breaking news with urgency and seriousness
- 710 AM is longtime PEP station in Seattle

# UNDERSTANDING PEP STATIONS



- Purpose of a PEP (Primary Entry Point) station
- KIRO's role and responsibilities as the region's PEP station
- Importance of PEP stations in emergency broadcasting



# THE POWER OF COLLABORATION



- Media and emergency management partnership isn't optional: it's how we keep the public safe
- The mutual goal: Informing and protecting the community during emergencies
- Enhanced reach and effectiveness
- Real-time updates and corrections
- Build public trust

# JOURNALISTS



**what my friends  
think i do**



**what my mom  
thinks i do**



**what society  
thinks i do**



**what my editor  
thinks i do**



**what i think i do**



**what i actually do**

## BREAKING STEREOTYPES

- Local media is not tabloid journalism
- We live here and want to keep ourselves, our families, our friends, and our audience safe and informed
- Commitment to factual and non-sensationalized reporting
- There are no ratings to be had nor is there money to be made in widespread emergencies

# PRE-EMERGENCY PREPARATIONS

- What media orgs do to prepare
  - Phone lists
  - Occasional drills
  - King County Emergency Management site
- What are you doing to know your local news outlets?
  - Do you know the news director, managing editor, and some of the key staff at all outlets – even the ones that aren't your favorite?
- The importance of having media-trained spokespersons within emergency agencies







# DURING THE CRISIS

- **Activate protocols for swift emergency broadcasting**
- **Ensure information is verified and accurate**
- **Provide consistent, evolving updates and safety instructions**
- **Coordinate consistent messaging across all media platforms**
- **Maintain a feedback loop with emergency services for message adjustments**
- **Broadcast clear, actionable safety advice in simple language**
- **Offer information accessibly for all, including non-English speakers and vulnerable populations**
- **Continue communication on recovery resources post-crisis**

## TRAINING FOR TRANSPARENCY

- Importance of media training for emergency personnel
- Transparency can foster public trust in times of crisis





# SYNCHRONIZED MESSAGING

- Different answers to same question: can be confusing
- Work with multiple agencies to share the same important messages during a crisis
- We don't know what you do, so treat it like you're talking with candor to a 5<sup>th</sup> grader
- Make sure all messages are clear and easy to understand



# COLLABORATION DURING BREAKING NEWS

- Timely communication is crucial
- Public Reassurance: Quick and transparent communication helps reassure the community, mitigating fear and speculation
- Media as a Liaison: This helps with a two-way flow of information
- Building Trust: Consistent and open communication builds trust between the community, the media, and law enforcement agencies
- In other words – call us back!

# RADIO: A LIFELINE IN DIGITAL OUTAGES

- What happens when the internet goes out or cable TV doesn't work?
- Ability to operate under adverse conditions.
- Wide reach, including remote and underserved areas.
- Hurricane Katrina, Superstorm Sandy: competitors collaborate

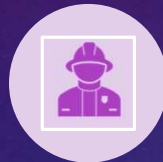




# CONCLUSION



**Key Takeaway:** Effective partnership between media and emergency management is crucial for community safety



**Unified Effort:** Our coordinated efforts ensure accurate, timely, and actionable information reaches every household during emergencies



**Building Trust:** By providing reliable crisis communication, we strengthen public trust and ensure our community's resilience



**Call to Action:** Let's continue to build on our collaboration, prepare together, and keep our community informed and safe



**Thank You:** Your dedication to emergency preparedness and response makes a significant difference. Together, we can face any challenge and protect our communities

