

Taking Control of Your City's Messaging: Acute Crisis Communications

Public Opinion eLearning Event
Hosted by Dr. Scott Paine
With Steve Vancore, Clearview Research



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Agenda

- Messaging in an Acute Crisis
- Social Media Usage
- What Does This Mean for Florida's Cities?



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What Did We Do?

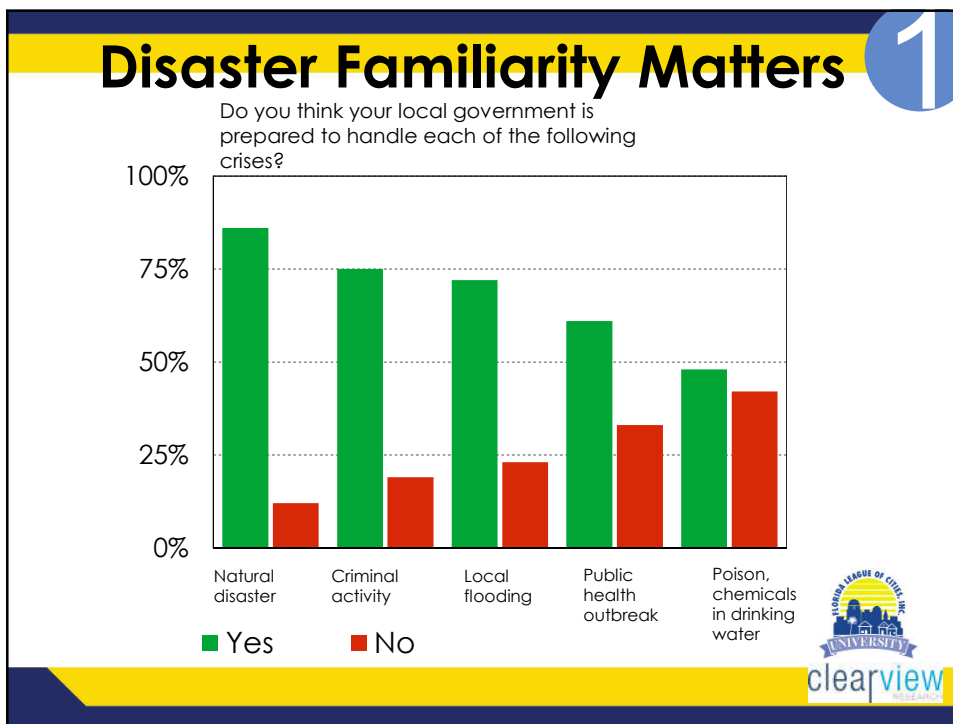
METHODOLOGY	
Dates	12/07/2016-12/11/2016
Model	Current Voter Registration
Respondents	1,001
Margin of Error	±3.1%



What Did We Learn?

1. Disaster familiarity matters
2. Messengers matter
3. Media selection matters





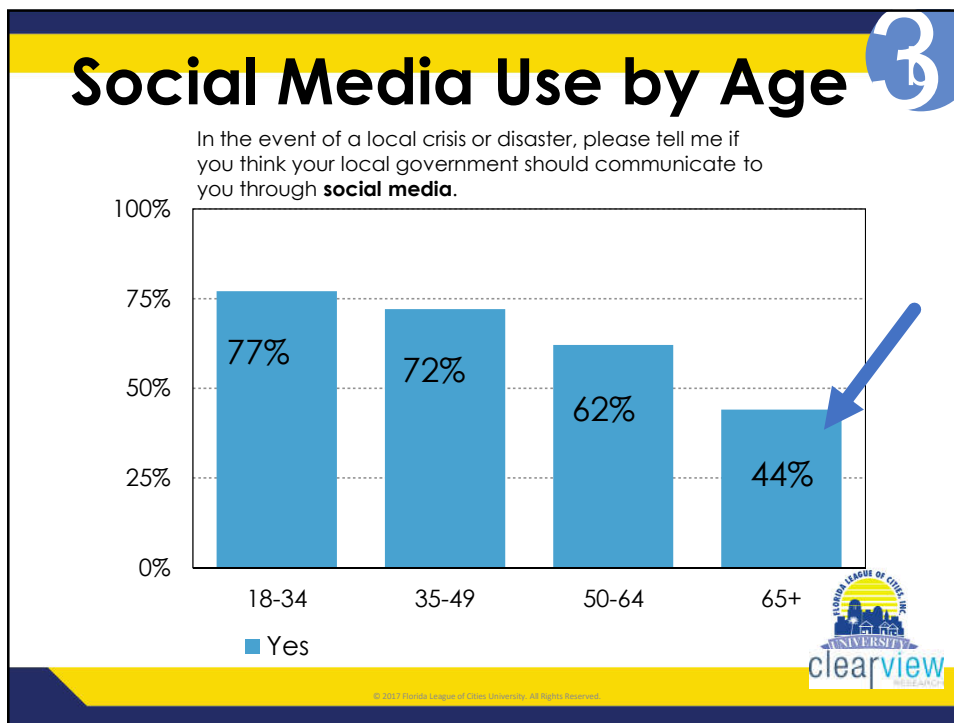
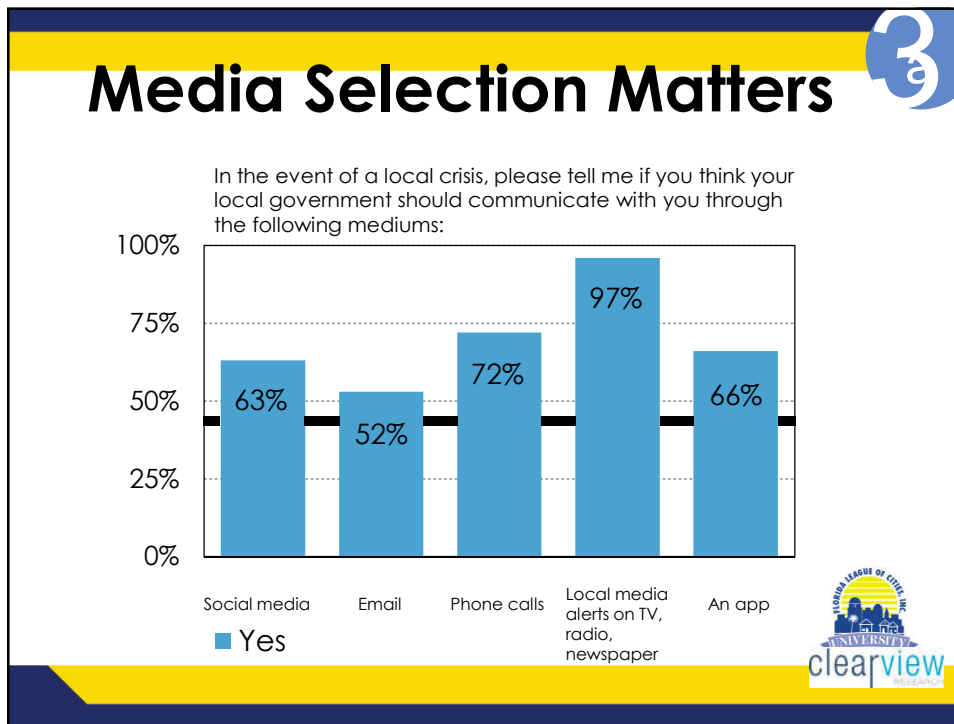


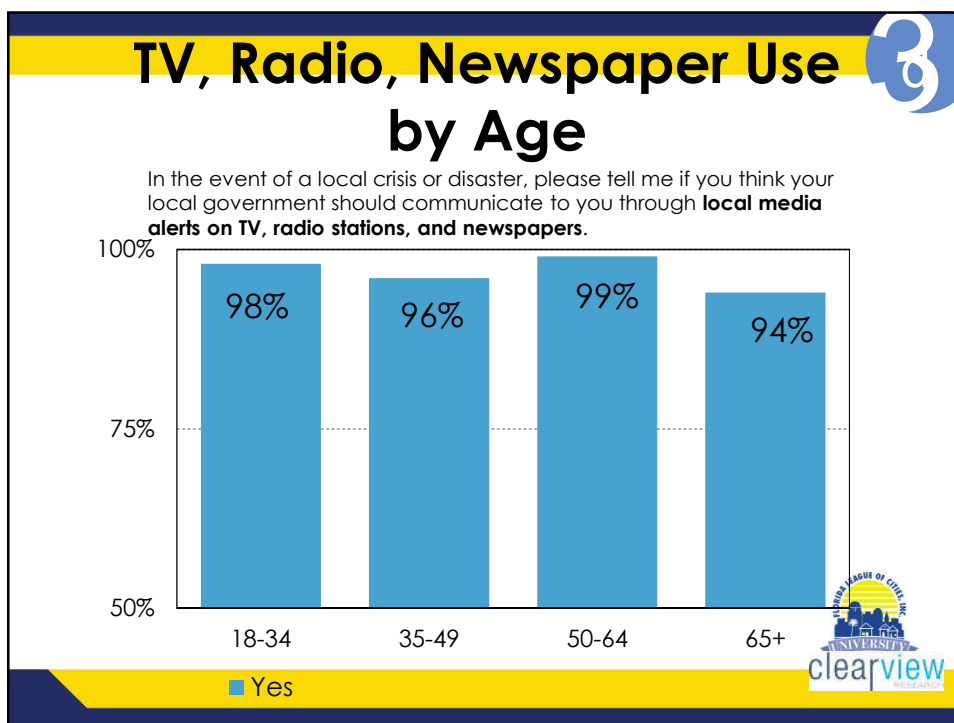
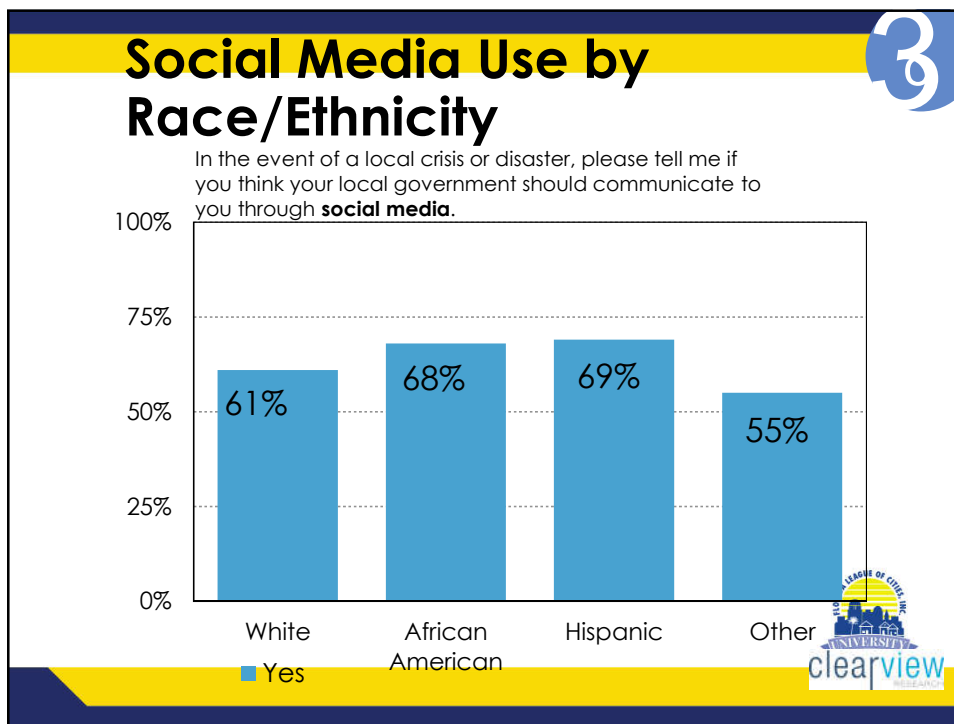
Messengers Matter 2

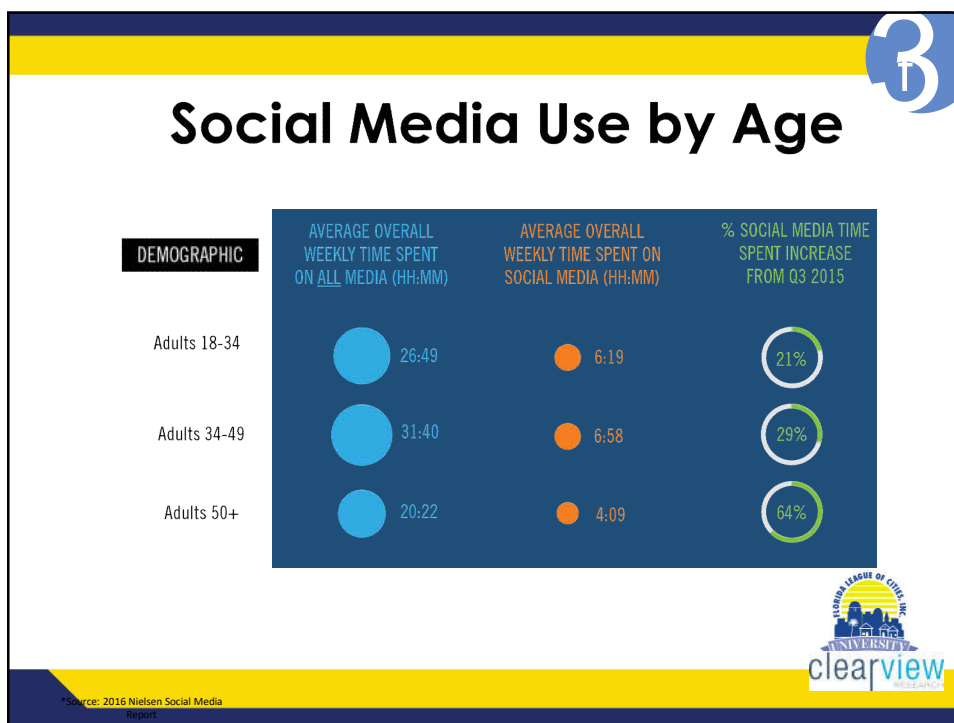
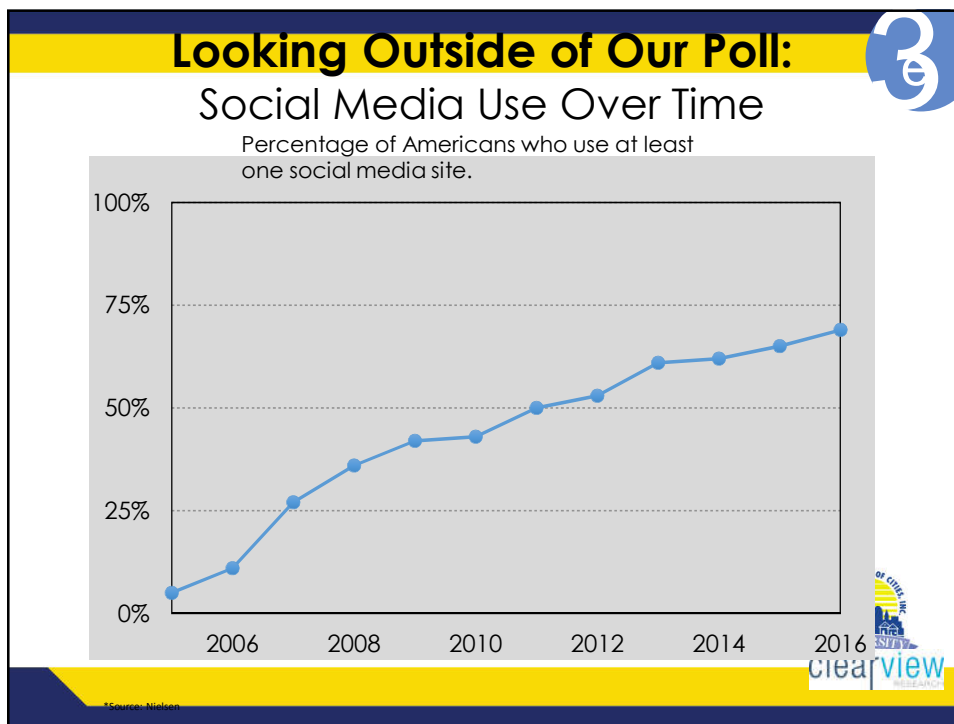
Types of Crisis	Best Messenger*
Natural disaster, like a hurricane	Head of emergency management
Man-made disaster, like poison or chemicals in your drinking water	Head of water/utilities
Criminal activity	Police Chief
Public health outbreak, like Zika	Head of public health
Local flooding	Stormwater director

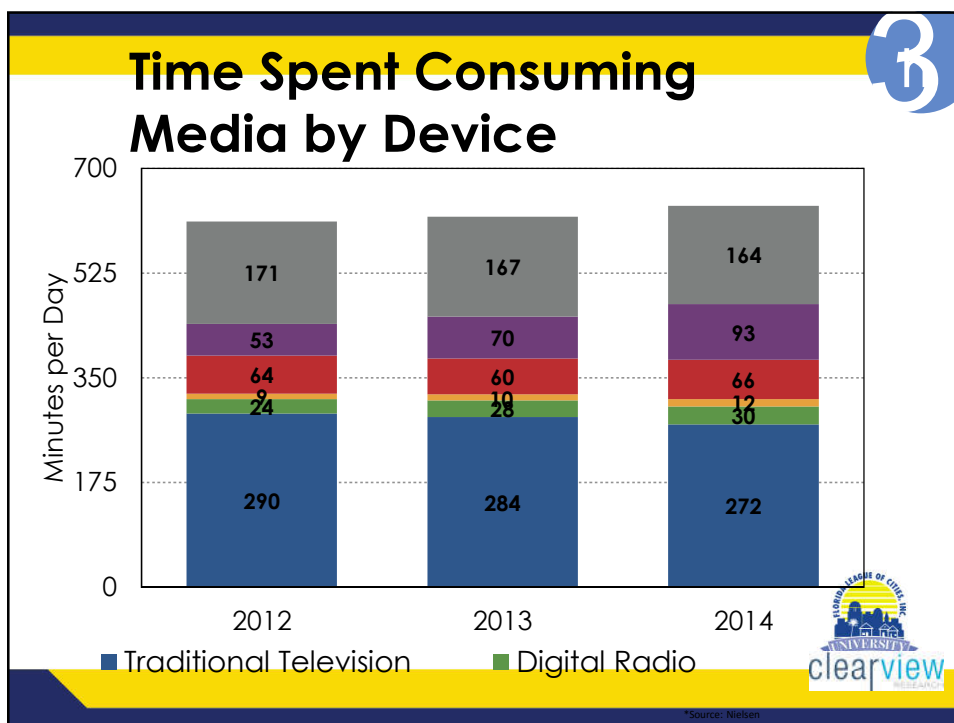
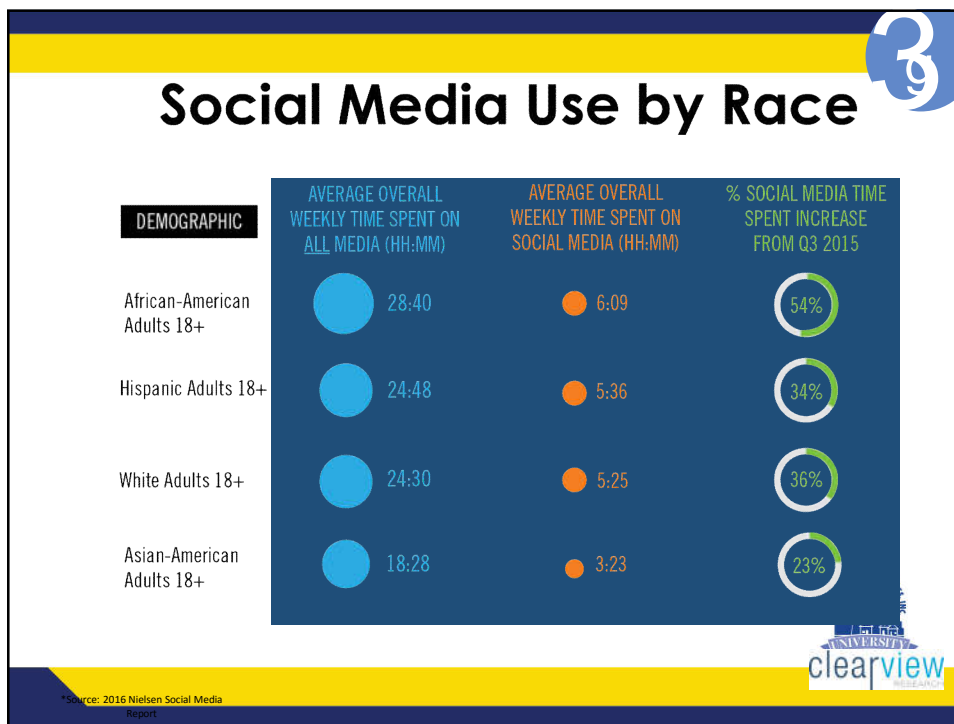
*These are suggestions meant to be suited to the person in the most similar position in your city when possible. The City Manager is also a suitable option for all of the above.









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What Does This Mean for Florida's Cities?

Strategic Implementation



4a

Strategic Implementation

Before an Event

- To increase confidence, familiarize residents:
 - with capacity,
 - with response systems, and
 - with messengers.
- Pre-train all messengers
 - media training
 - message training
 - platform usage
- Expand communications platforms **NOW**
 - across all departments
 - across all media



Strategic Implementation

After an Event

- ▶ Match messengers
- ▶ Communicate early
- ▶ Communicate often
- ▶ Communicate local
- ▶ Use **ALL** media platforms



Acute Crisis Communications Conclusions

- ▶ Familiarity breeds **confidence**.
- ▶ How and when you communicate **will** make a difference.
- ▶ **Media selection and platform redundancy** matters now more than ever.



Questions???



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Upcoming FLCU Online Learning Opportunities

April 13 – Ethics Law Update: Social Media Use

May 11 – Leadership: Against All Odds

**May 18 – Post-Session Update: Passed, Failed,
Returning**



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Upcoming FLCU and FLC Events

FLCU Safe Cities/Safe Florida Summits

- March 24 – Altamonte Springs
- March 31 – St. Pete Beach

- March 16 – FLCU Communication Day
 - Effective Team Communication
 - Presenting to Council: Alone at the Dais
- March 21-22 – Legislative Action Days
- March 30 – FLCU Public Engagement Day
 - Public Engagement: What You Design Matters
 - Engaging Youth: Models for Bringing Youth to Your City's Table
- April 7 – FLCU Active Shooter Workshop
- April 28-30 – Advanced Institute for Elected Municipal Officials
- May 12-14 – CMRI MuniMod
- May 19 – FLCU Active Shooter Workshop



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Thank you

Steve Vancore, Clearview Research
Holly McPhail, Florida League of Cities
and
You!



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- Blog – DrScottPaine.com
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