



Manage Your Message to Weather the Storm

March 20th, 2019

Today's **Experts**



Shawn Pillow

Director of Sales
Enablement

Granicus



Meadow Bailey

Communications
Director

Alaska Department of
Transportation



LCDR Scott McBride

Chief of Media
Relations

U.S. Coast Guard

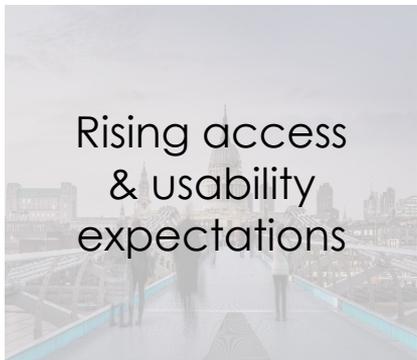
Citizen Expectations are Growing



Growing needs
of people for
support &
service



Increasing use
of technology
including
mobile & social



Rising access
& usability
expectations



Changing
demographics



The Opportunity: Become a Force for Innovation



HAPPY CITIZENS

Provide citizens with easy & affordable digital access to information



TRUSTED TECHNOLOGY

Use cloud, big-data, & security certifications to iteratively improve



EFFICIENT PROCESS

Drive efficient & streamlined process to make programs more effective



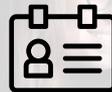
REACH



AUTOMATE



SERVE



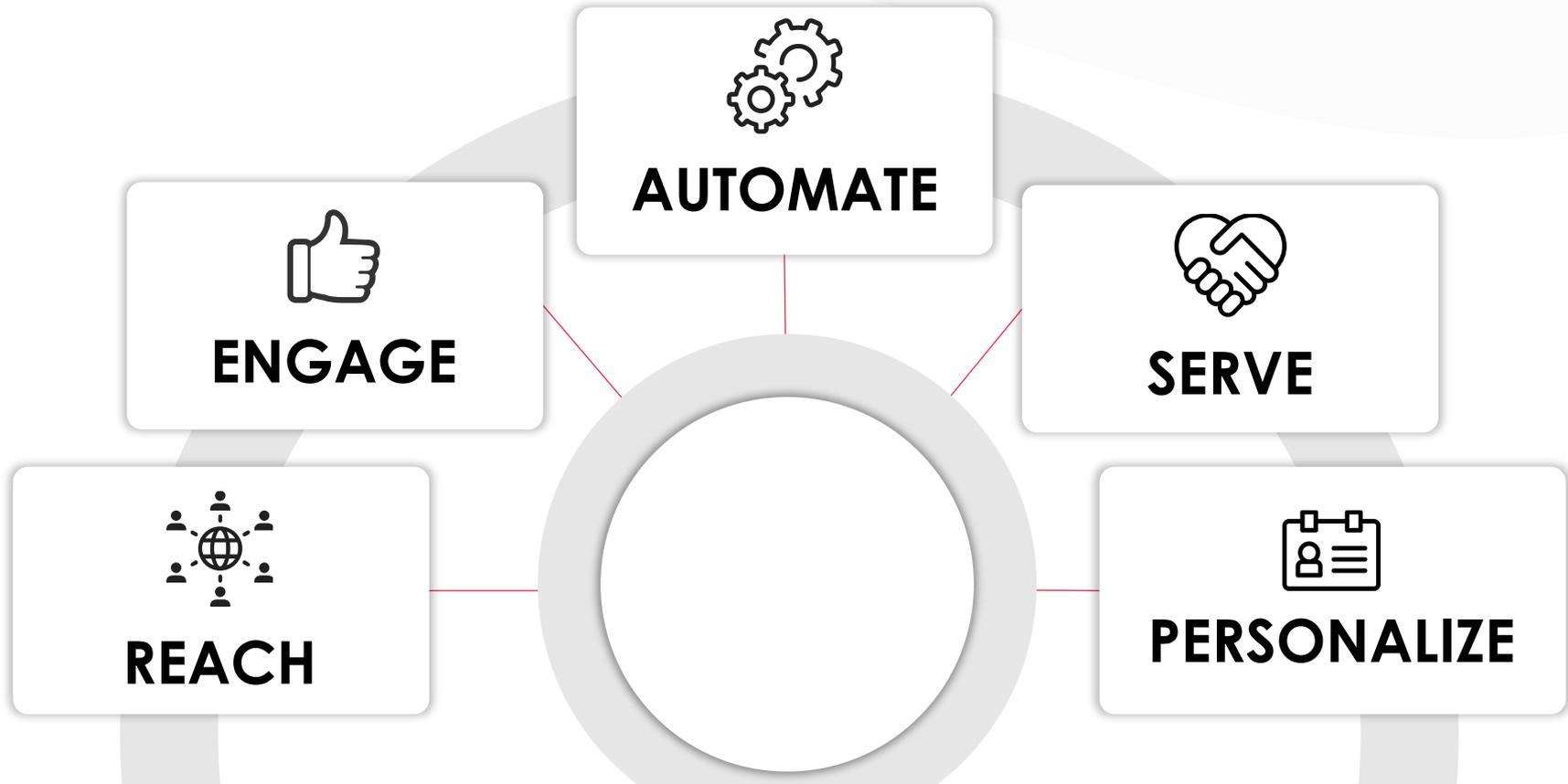
PERSONALIZE



ENGAGE

Granicus' Unified Platform

Purpose built to drive outcomes



Granicus Network
A network of 185M citizen subscribers



govAccess

Websites designed for today's citizen



govMeetings

Meeting agendas, video and boards management



govDelivery

Targeted email, text and social media communications



govRecords

Paperless records management



Digital Engagement Services

A strategic team of experts delivering managed services

The Result...

Simplified Access

to info and services
for staff, citizens and all
people served



Civic Engagement

Increased
transparency,
impacting more lives



Measurable Results

to clearly
demonstrate
success



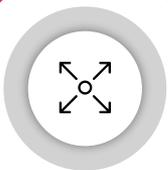
Digital Tools

to enable citizen self-
service and reduce
the total cost of
services



Flexible Processes

Collaborative, easy to
use SaaS that
streamline work &
support change



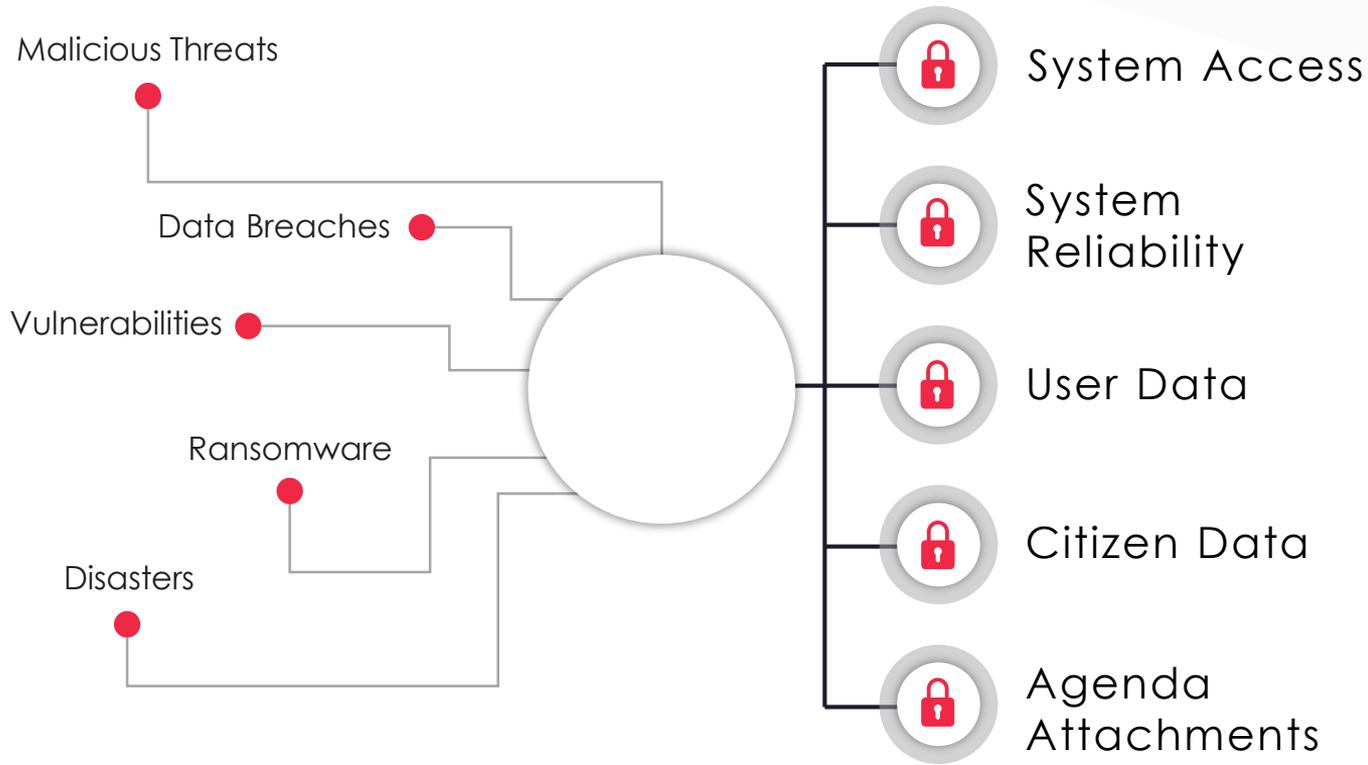
*...modern technology, connecting
people & government.*

The Granicus Difference...

- ✓ Platform of unified solutions
- ✓ Network of 185M citizen subscribers
- ✓ Established with 30+ years experience
- ✓ Purpose built for government with Federal grade security
- ✓ Cloud-based scalability & continually evolving solutions

Security and Reliability

Enterprise grade infrastructure



- ✓ **99.9%** uptime
- ✓ **DATA ENCRYPTION** in motion, at rest
- ✓ **DISASTER RECOVERY** 90 mins RTO / 5 mins RPO
- ✓ Near real-time **REPLICATION OF DATA**
- ✓ **FAIL OVER TESTING**



LCDR Scott McBride
Chief of Media Relations
U.S. Coast Guard



Who are we?

- **August 4, 1790 “Revenue Marine”
created within Treasury**
- **One of the five armed services**
- **Member of DHS**
- **55,000 total workforce**
 - 41,000 AD
 - 8,500 civilian
 - 6,200 reserves



11 Statutory Missions



The External Affairs Ladder: Key Outcomes, Objectives & Tactics

Build Reputation		Protect Reputation		Position CG in National Dialogue
<p>INFORM THE PUBLIC</p> <p>Maintain the reputation for transparency</p> <p><i>Standard PA practices</i></p> <p><i>Command emphasis on transparency + responsiveness</i></p>	<p>BUILD TRUST, AFFINITY & ADVOCACY</p> <p>Develop empathy by building mechanisms to listen to the public and build the CG brand through storytelling</p> <p><i>Engagement planning</i></p> <p><i>Stories that personalize CG value and reputation</i></p>	<p>IDENTIFY & MITIGATE RISK</p> <p>Manage misalignment between external & CG expectations</p> <p><i>Operations Planning/Appendix F to Ops Plan</i></p> <p><i>Issue planning</i></p> <p><i>Communications planning</i></p>	<p>MAINTAIN FREEDOM OF ACTION</p> <p>Understand crisis environment and manage response</p> <p><i>Contingency & crisis exercises</i></p>	<p>SHAPE THE STRATEGIC ENVIRONMENT</p> <p>Position Coast Guard as solution to national needs.</p> <p><i>Successfully build and protect CG reputation</i></p> <p><i>Campaign planning</i></p> <p><i>Linkages to national concerns</i></p>
PLANNING DOMAIN				
Tactical		Operational		Strategic
RESPONSIBILITY LEVEL				
Field		Command		Executive



CG Public Affairs Posture: Maximum Disclosure, Minimum Delay IAW SAPP*



Security

The information is OPSEC, Law Enforcement Sensitive, Classified, etc.



Accuracy

The information is false, potentially false, inaccurate, pre-decisional, or incomplete to the extent that release has the potential to create a false understanding



Policy

Release is prohibited or delayed by policy or law, for example, Personally Identifiable Information (PII), Health Information (HIPPA), or delayed for next of kin notification.



Propriety

The information or imagery is indecent or gratuitous, or its use is inappropriate in that context.

*SAPP exclusions are not intended to spare the CG embarrassment. Bad news does not get better with time.



CG Public Affairs Philosophy: If you did it or own it, you can talk about it

	YOUR	OTHER'S		
FACTS	<p>Always</p> <p>Your actions or areas of responsibility</p>	<p>Sometimes</p> <table><tr><td>GOOD Cleared figures and interagency talking points</td><td>BAD Issues solely owned by another agency/party</td></tr></table>	GOOD Cleared figures and interagency talking points	BAD Issues solely owned by another agency/party
GOOD Cleared figures and interagency talking points	BAD Issues solely owned by another agency/party			
OPINIONS	<p>Sometimes</p> <table><tr><td>GOOD Our mission was a success</td><td>BAD "This policy should be changed"</td></tr></table>	GOOD Our mission was a success	BAD "This policy should be changed"	<p>Never</p>
GOOD Our mission was a success	BAD "This policy should be changed"			



More Storytelling Tactics



Be authentic.

A story is most compelling when it comes from the person who experienced it.

Junior Coast Guard members and front-line operators provide the best, unvarnished view of what the Coast Guard does every day.



Get imagery.

Within the bounds of safe operations, encourage operators to take photos and regularly upload their videos and photos to the Visual Imagery Management System (VIMS), so your public affairs team and HQ can use them to share your story.



Be personal.

The facts of a case or mission are not as compelling or relatable as the personal experience of the person telling the story.





How do we do it?

- **Pre-storm preps**
 - **Deploy crisis communications teams**
 - **Conduct local interviews**
 - **Coordinate national media embeds**
- **Post-storm response**
 - **Coordinate imagery collection Overflights**
 - **Shallow water response teams**
 - **Embeds w/national media**
 - **Overflight**
 - **SAR missions**
 - **Shallow water response teams**



Key Takeaways:

- National news builds trust, advocacy, affinity for the Coast Guard
- Local news great for informing public
- Embeds have greater impact (storytelling)
- Fast crisis response limits impacts



Reach

National

'Either he's going to leave today or we'll come and get him tomorrow'



The Post followed a coast guard rescue team in Jacksonville, N.C., in the early hours of Sept. 24, around the time Hurricane Florence made landfall. (Alex Li/The Washington Post)

By **Scott Wilson** and **Sarah Kaplan**
September 16

LUMBERTON, N.C. — The homes just off Alamac Road that Ryan Abshear visited Sunday, door to door, in the hard rain, are small, either one-story brick or clapboard, some tidy, others in disrepair. It is as varied as Florence's path and punishment.

"U.S. Coast Guard," Abshear, a crew-cut boatswain's mate with a pinch of tobacco in his gums,

The Washington Post
Reach of 30 Million

The Wall Street Journal
Reach of 13 Million

NOW PLAYING



9/19/2018 1:05PM

Watch Coast Guard Helicopter Rescue of a Florence Flooding Victim

Coast Guard crews from around the U.S. raced to evacuate those stranded by Hurricane Florence flooding. WSJ joined one team as they propelled a woman and her three dogs to safety. Photo: Alexander Hotz/WSJ



Impact

EXECUTIVE SUMMARY

HIGHLIGHTS

- The USCG had 17,500 editorial mentions related to Hurricane Florence from August 12, 2018 - September 30, 2018.
- The majority of Coast Guard coverage was related to rescues, evacuations, and flooding.
- The USCG + Florence coverage accounts for 5% of all Hurricane Florence coverage.
- For comparison, the USCG had 60,100 mentions with Hurricane Harvey.



☰ Editorial Mentions

The number of appearances in articles

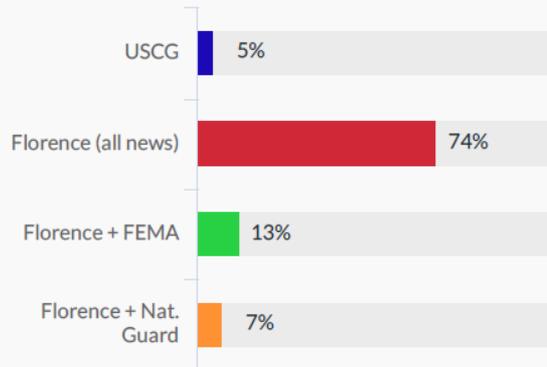
17.5k

↗ Potential Reach

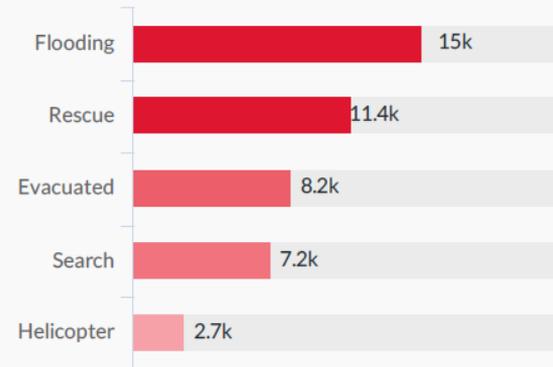
Approximate number of article views you appeared in

7.4B

SHARE OF VOICE



KEY MESSAGES



An operation is only truly successful if it keeps the Coast Guard's reputation intact. Harming the Coast Guard's reputation risks limiting future operations. An external affairs failure can compromise an operation.





Alaska Department of Transportation & Public Facilities

Manage Your Message to Weather the Storm

Meadow Bailey – Communications Director

March 20, 2019



Alaska Department of Transportation & Public Facilities

5,629 center line miles
11,766 lane miles of
roads / highways



837
Bridges



237 State Airports;
2 International Airports



10 Ferries serving
35 Communities



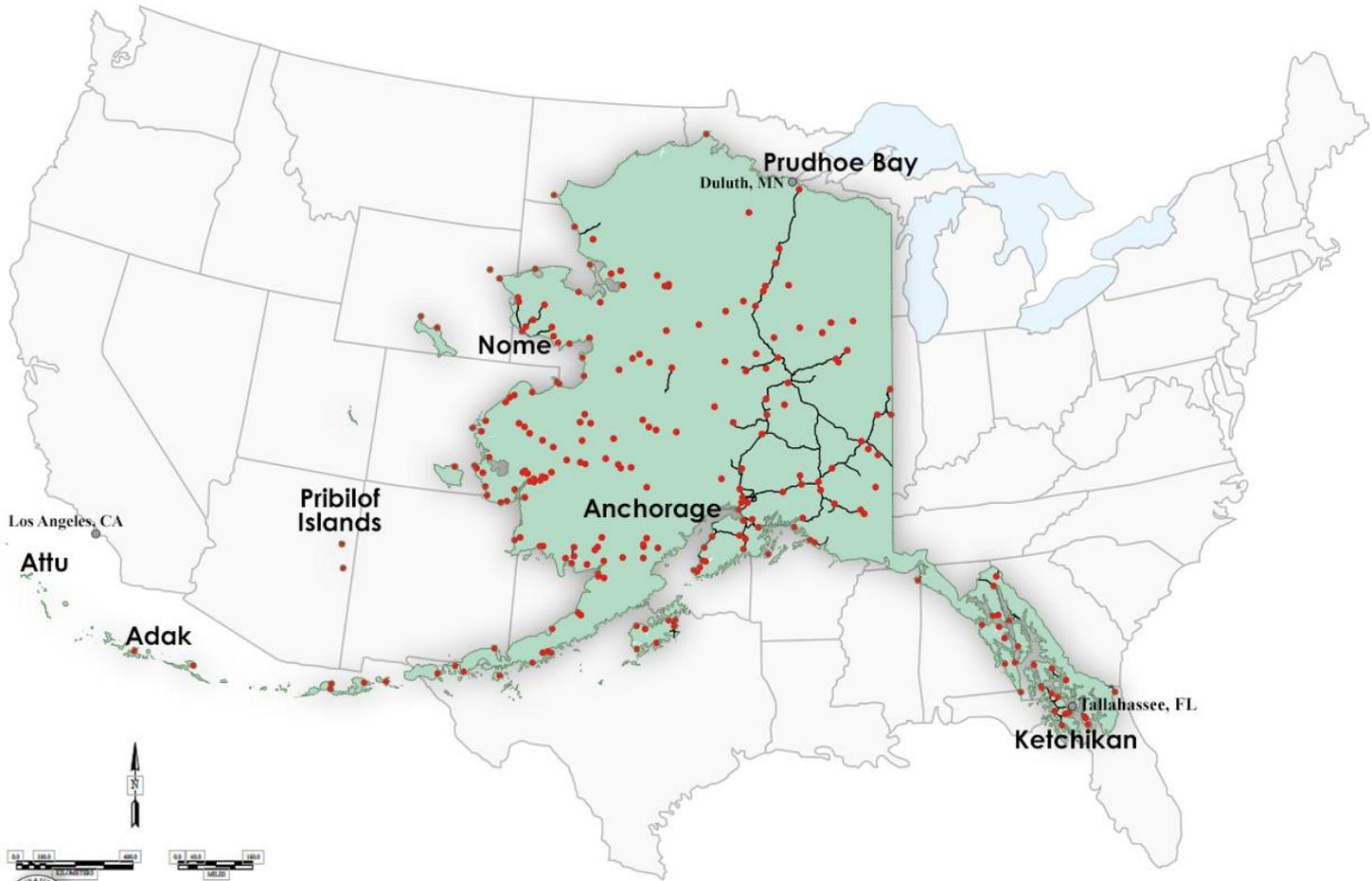
776
Public Facilities



~\$9.9B
in Transportation
Assets



Vast and Geographically Diverse Responsibility





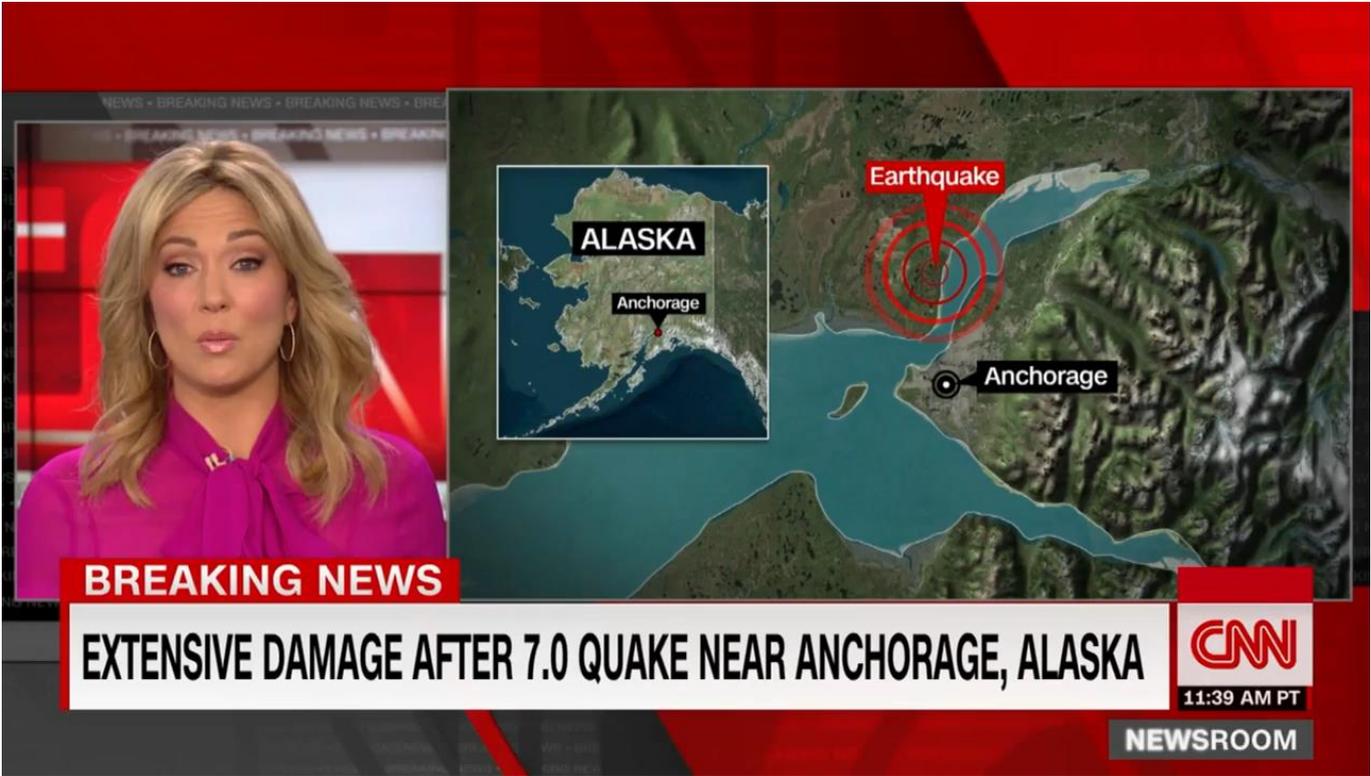
Assessing flood damage on the Richardson Highway in Keystone Canyon, 2006
- Mike Isaacs, Alaska DOT&PF



Minnesota Drive, Anchorage, Alaska, November 30, 2019
- Alaska DOT&PF

NEWS • BREAKING NEWS • BREAKING NEWS • BRE

BREAKING NEWS • BREAKING NEWS • BREAKING



BREAKING NEWS

EXTENSIVE DAMAGE AFTER 7.0 QUAKE NEAR ANCHORAGE, ALASKA

CNN

11:39 AM PT

NEWSROOM





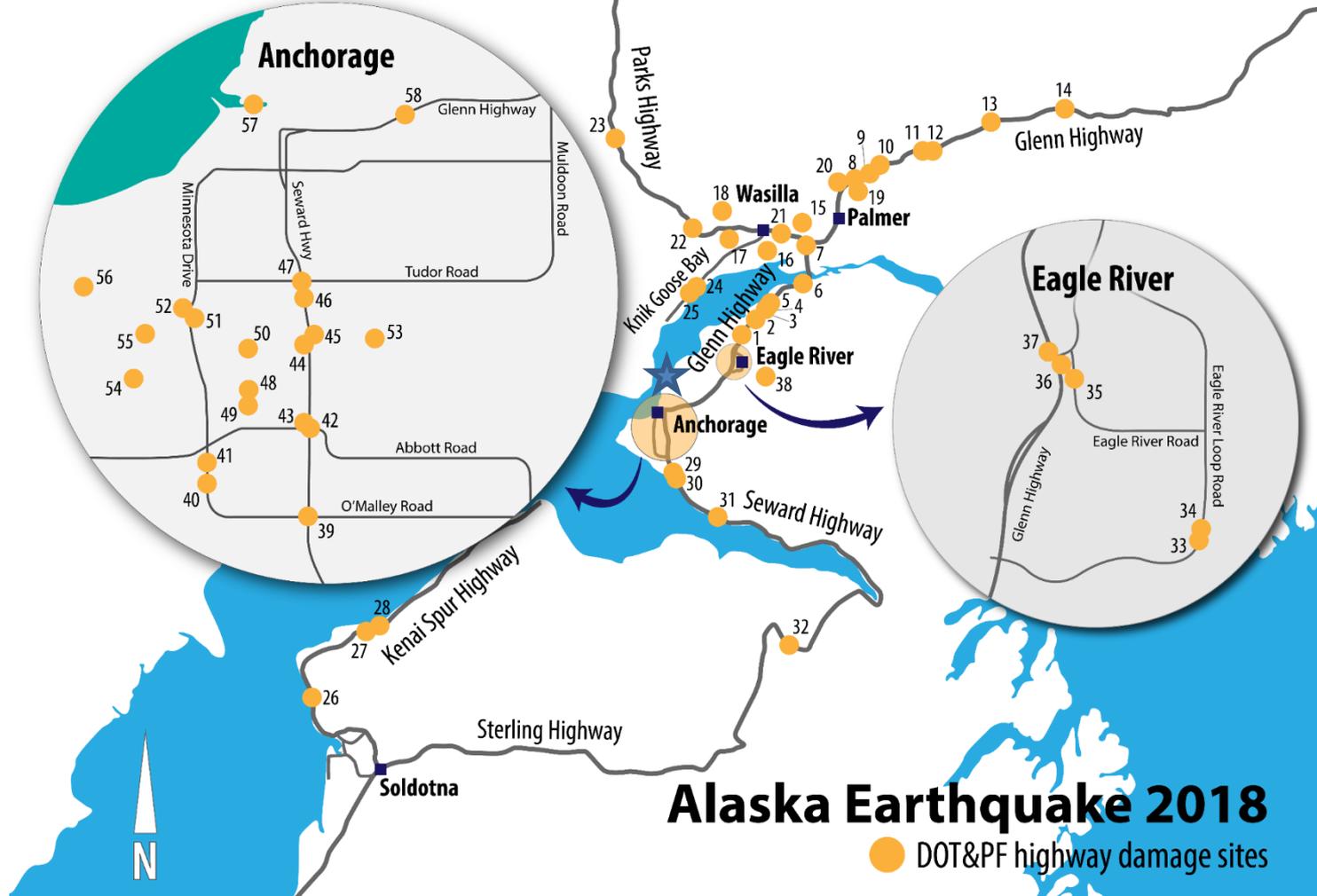
Seward Highway Rockfall, November 30, 2019
- Alaska DOT&PF



Glenn Highway at Mirror Lake, November 30, 2019
- Alaska DOT&PF



Vine Road (Mat-Su Borough), November 30, 2019
- Alaska DOT&PF



Immediate Response

- **8:29 a.m.** – 7.1 earthquake, 25 miles deep, epicenter 10 miles north of Anchorage, followed several minutes later by a 5.7 aftershock
- **8:44 a.m.** – First social media post reporting damage and establishing hashtag #AlaskaEarthquake
- **9:30 a.m.** – DOT&PF Emergency Operations Center up
- **10:15 a.m.** – Traffic control on site on Minnesota Drive
- **10:30 a.m.** – Repairs start on Minnesota & International
- **11:08 a.m.** – Earthquake webpage up and running
- **11:34 a.m.** – First electronic Situation Report published

Friday, Nov. 30

Messaging:

- We are responding, it will take time to know specific details
- Stay off of roads and bridges, it will take time to inspect infrastructure
 - Where to report damage

Channels:

- Social media
 - Website
 - Email
 - Text
- Staff covered communication around the clock, two shifts

Saturday, Dec. 1 – Sunday, Dec. 2

Messaging:

- Repair work is underway in some locations
- Extensive inspection work continues, please be patient
 - Where to go for more information

Channels:

- Social media
 - Website
 - Email
 - Text
- Also monitoring social to know what information people still need



Monday, Dec. 3



DOWNLOAD MEME GENERATOR FROM [HTTP://MEMECRUNCH.COM](http://MEMECRUNCH.COM)



ADVERTISEMENT

On Friday this Alaska road collapsed in an earthquake. It's already been fixed

By [David Williams](#) and [Amanda Jackson](#), CNN

🕒 Updated 4:09 PM ET, Wed December 5, 2018



Source: CNN

Video shows car stuck on crumbled road 01:20

(CNN) — Alaska road crews are the envy of folks in the Lower 48 because of their quick repair of a road that was ripped apart by Friday's 7.0-magnitude earthquake.



Fact Check › Fauxtography

Is This 'Before and After' Image of an Earthquake-Damaged Alaskan Road Real?



Rating



True
About this rating [↗](#)

Evaluation

What worked well:

- Crisis plan is in place, can scale to the size of the incident
 - Communication channels are in place
 - Delegated communication tasks the first day
 - Staff across the state responded

Lessons learned:

- Survey – Public would like to receive direct email/text from government agencies
 - Internal staff having access to external contacts
 - Phone issues
- Essential to have multiple communication channels and staffing

Evaluation

BY THE NUMBERS

4.4 MILLION
social media impressions

The number of times DOT&PF content was served to users on Twitter, Facebook, and Instagram.

140 THOUSAND
engagements

The total number of times a user interacted with DOT&PF content. This includes reactions, comments, shares, retweets, and likes.

33.9 THOUSAND
link clicks

The number of clicks on links within DOT&PF content on Twitter, Facebook and Instagram.

148 email updates sent to
659,188 subscribers

Emails sent to subscribers through the GovDelivery/Granicus system. Included press releases and travel advisories.

25 situation reports

7 press releases

118 THOUSAND
webpage visits

The total number of times the DOT&PF earthquake webpage was viewed by visitors.

305 messages sent

The total number of messages DOT&PF sent via social media to give updates, clarifications and answer questions.

14 THOUSAND
messages received

The total number of messages our profiles fielded across Twitter, Facebook, and Instagram.

Every other state "I hope Alaska is ok!"
Alaskans "Let's go play in the hole!!"





Alaska Department of Transportation & Public Facilities

Our mission is to *Keep Alaska Moving* through service and infrastructure.



THANK YOU!