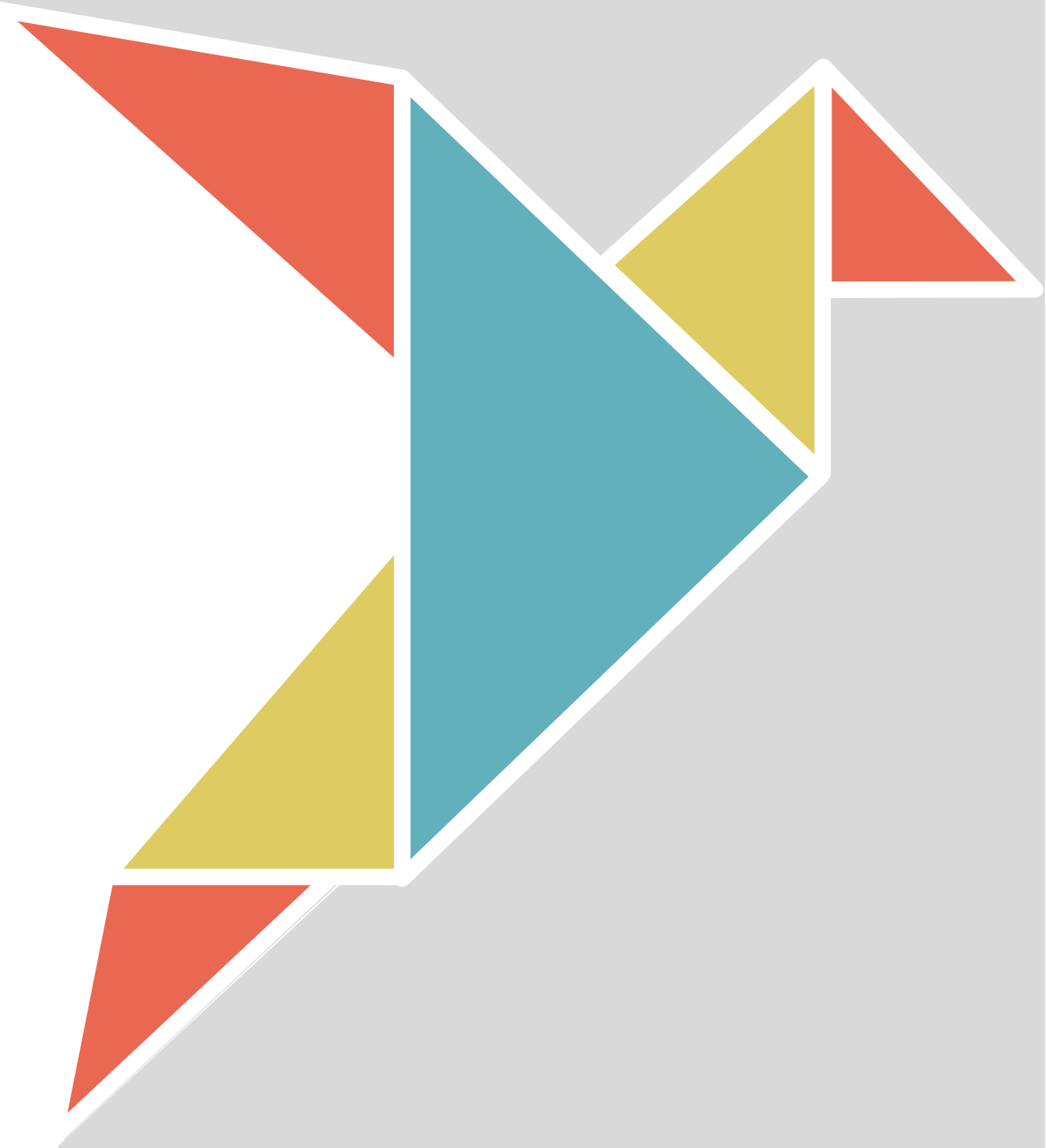


TRIAL BY FIRE

Communicating Effectively During Disasters



WESTERN *City*





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Brainerd**

California
Association of
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Officials,
Communications
Director, Folsom



**Chelsea
Byers**

Mayor, West
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Lori Fowler

Senior Public
Information Officer,
Southern Region,
California
Governor's Office
of Emergency
Services



Nick Schuler

Deputy Director of
Communications,
CAL FIRE



Tamara Vides

City Manager,
Watsonville

LAYING THE GROUNDWORK

- When communication saves lives
- Role of communications in operations, leadership, and community





THE CRITICAL FIRST 48 HOURS

- First communication priority
- Establishing clear lanes & lead voice
- Role of elected officials/state leaders

PREPAREDNESS IS KEY

What to do

- Simple steps for readiness
- Value of training, exercises, and relationships
- Importance of pre-assigned roles

How to do it

- Effective communication platforms
- High-tech + traditional tactics balance



Partnerships

- Coordinating across agencies
- Collaboration examples that worked

Combating Misinformation

- Types of misinformation faced
- Responding quickly without amplifying

REACHING VARIOUS POPULATIONS

- Adapting to unique community needs
- Reaching non-digital audiences
- Multilingual, rural, and hard-to-reach groups
- Partnerships with schools, churches, nonprofits, and volunteers

402



AFTER THE IMMEDIATE CRISIS

- Adapting to unique community needs
- Reaching non-digital audiences
- Multilingual, rural, and hard-to-reach groups
- Partnerships with schools, churches, nonprofits, and volunteers



ADVICE FOR CITY LEADERS

- Constructive roles for council members
- What leaders should know before a disaster
- Biggest lessons learned



ADDITIONAL RESOURCES

1



[Webinar: Lessons from the LA/Malibu Wildfires](#)

October 21, 1 p.m. to 2:30 p.m. —Join CAPIO for an insightful webinar exploring the critical role of public safety communications during large-scale emergencies. This session is designed for public agency communicators, emergency response coordinators, and local government leaders who want to enhance their crisis communication strategies.

2



[Article: It's 10 p.m. and a crisis has hit your city.](#)

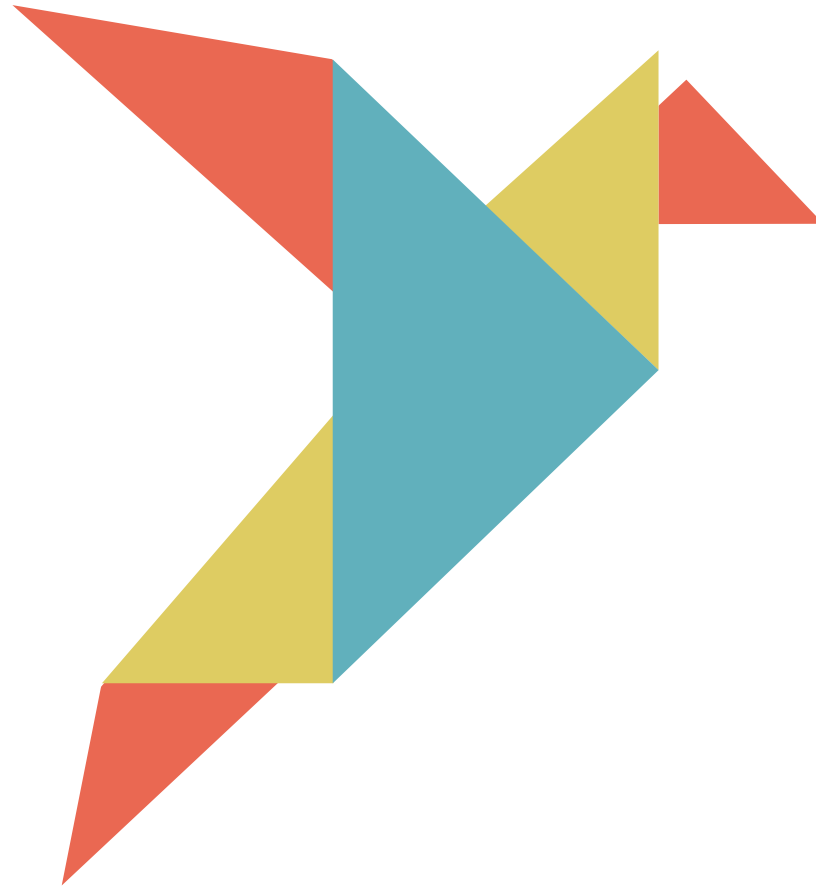
***Western City* magazine** —In recent years, cities across California have faced unprecedented challenges —wildfires, flooding, mass shootings, hazardous spills, and more. But the benefits of a good crisis communication plan go beyond emergencies.

3



[Checklist: Emergency Communications](#)

CAPIO —City leaders play a critical role in guiding emergency communications. Clear, consistent messaging before, during, and after a crisis builds public trust and keeps your community safe. Read on for best practices before, during and after an emergency.



QUESTIONS?