



Police Communications

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Renton Police Department
Communications & Community
Engagement Manager

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Introduction

- 28+ year Broadcast Journalist
- Police Public Information Officer
 - Bellevue Police
 - Renton Police



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Broadcasting

- Fires
- WTO Riots
- Earthquake
- Crime



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Bellevue Police Department

- Hired - April 2019
- COVID - February 2020
- Riots – May 2020
- Multiple Protests
- Line of Duty Death



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Renton Police Department

Officer-
involved
shooting

Triple
homicide

Juvenile
crime wave

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Crisis Communications

What's one thing
you can do right
now?

START PLANNING!



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Crisis Communications Plan

- Purpose
- Key Objectives
- Identify your Crisis Communications Team
 - List them with emergency contacts
 - Identify roles needed



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Crisis Communications Plan- Roles

- Spokesperson
- PIO – media relations
- Who's posting?
- Social/Traditional media monitor
- Email/phones
- Internal Comms
- Webpage editor
- News Conference manager



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Crisis Communications Plan

- Message approval process
- Interagency liaison
- Runner – food/supplies
- EOC



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Crisis Communications Plan

Identify your stakeholders

- Notification priority
- Frequency of updates

Potential threats

- Mass casualty incident
- Riot/Protest
- Plane/helicopter crash
- Fire
- Cyber Attack
- Personnel issue



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Crisis Communications Plan

Identify communications channels – where will your community get trusted information?

- **Website**
- Social Media
- Traditional Media
- Email
- Code Red/Reverse 911
- Who answers your phones?



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Crisis Communications Messaging

Write holding statements for each scenario

Identify speakers for the news conference; subject matter experts



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Crisis Management

Laminated card:

Ten things to do in a crisis

- Get the facts
- Communicate the facts
- Size of scale – gather the team
- Stakeholder notifications
- Assign roles
- Establish command post/war room



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Crisis Management

- Communicate quickly and often
- Explain what you know and don't know
- Become the trusted voice
- Create a webpage for accurate info
- Monitor/correct misinformation
- Be flexible



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Crisis Management

- Planning is key!
- Practice, practice, practice
- Test the plan within the city, businesses, & schools
- Living document



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