In the eye of the storm: communicating with the public to warn and inform

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Presentation summary

1  Background, principles and objectives

2  Environment Agency experience

3  Best practice
A decade of incidents...
Key objectives for incident communications

1. Warn and inform
2. Protect reputation
3. Maintain resilience

Achieved by:
• Speed
• Consistency
• Preparedness
Important developments

Extract from the Flood Guidance statement on Wednesday 18 November 2009

<table>
<thead>
<tr>
<th>Time</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1500 – 2359hrs</td>
<td>Wednesday 18 Nov 2009</td>
</tr>
<tr>
<td>0000 – 2359hrs</td>
<td>Thursday 19 Nov 2009</td>
</tr>
<tr>
<td>0000 – 2359hrs</td>
<td>Friday 20 Nov 2009</td>
</tr>
<tr>
<td>0000 – 2359hrs</td>
<td>Saturday 21 Nov 2009</td>
</tr>
<tr>
<td>0000 – 2359hrs</td>
<td>Sunday 22 Nov 2009</td>
</tr>
</tbody>
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[Environment Agency logo]
Important developments
Incidents
Flood warnings on social media
Communications approach

• Build networks in peace time
• Plan big, plan early
• Simple messages: empathy, warning, action
• Close operations-communications links
• Agree position with partners
• Social media to engage
• Post-incident action
National media coverage 07-12

TRACKED MENTIONS & TONE BY MONTH

Number of Mentions

Beneficial  Factual  Adverse
Best practice
Best practice
Best practice
Any questions?