

RUSI – Emergency Response 2009: Communicating in a Crisis

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Ian Cameron

BBC

ian.cameron@bbc.co.uk

07885 362 066

Ian Cameron

- BBC News Editor
- NSCWIP – Cabinet Office National Steering Committee for Warning & Informing the Public
- MEF – Cabinet Office Media Emergency Forum
- AWARE – EU Cross Border Cooperation
- MA Civil Protection – Leeds University & Emergency Planning College, Easingwold

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Cumbria Floods 2009



Cumbria Floods 2009



AIMS – Changing Media Landscape

- **A** – Audience
- **I** – Internet & Interactivity
- **M** - Media
- **S** – Social Networks

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Boscastle Film

- 2005 – Start of Personal Learning Journey
- TX FILM

Boscastle Film

- 2005 – Start of Personal Learning Journey
- CCA – Film Commission
- UGC – User Generated Content
- Internet – 70,000
- Paris – Concorde July 2000
- 109 killed on plane + 4 in hotel
- Boscastle deployment – 2 planes

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Breaking News – John Curran

- Helicopter
- SNG x 3
- Radio Cars x 2
- Crews x 6 & VJs x 2 with Radio Cams & Satphones
- Mobile Editing x 3
- Corrs/SBJs x 6 & Producers x 6
- Ringmaster & UGC Logger & Comms & Facilities e.g. Hotels, Cherry Picker,
- High Risk Unit
- 80 people heading your way !

Boscastle - Lessons

- Rotas – People
- Phones – Communications
- Barriers – Contacts
- Transport – Simple & Robust

Floods Film - 2007

- Constant – 24 – 7
- Multimedia
- Multiplatform
- Audience driving the agenda

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Floods Film

- TX Floods Film

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Beyond the Floods

- **A – Audience**
- Huge Audience Figures
- BBC Radio Gloucestershire 7.9 million hits on website in two weeks
- Boscastle – 70,000
- Carlisle Floods – 3 million in 3 days
- Buncefield – 6,000 by lunchtime

Beyond the Floods

- **I – Internet & Interactivity**
- Audience no longer passive
- Audience help shape coverage
- Blogs
- E-mail
- Text
- Photographs & video

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Beyond the Floods

- **M - Media**
- Who are they
- Where are they
- What do they want
- When do they want it

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Public - What If.....

- **Beyond the Floods consensus**
- Audience needed advice before the event
- Community Resilience – emerging theme
- Essex CC – What If.... Schools calendar
- East Midlands RMEF – Decontamination multi-faith DVD
- Cabinet Office – Community Resilience workshops

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What If.....

- **2 Main Objectives**
- Help the audience to help themselves by being better prepared to cope with emergencies like flooding, pandemic, fire and chemical leaks
- Raise awareness of what Emergency Responders can do and what they cannot do during an emergency

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What If.....

- **3-day Interactive Campaign January 2009**
- Broadcast on 42 BBC Local Radio Stations
- Support material on BBC local websites
- Cross trailing on 16 BBC Regional TV sites

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What If.....

- **Format**
- Breakfast Interviews – Exclusive access to COBRA with Bruce Mann & Environment Secretary Hilary Benn about Floods Bill
- Interactive scenarios on Floods, Chemical Leaks & Pandemic
- Drive time features – driving in snow & ice

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Beyond the Snow

- **Then came February 2nd !**
- Unparalleled Audiences for BBC
- BBC News Online - 5.3 million – 4.3
US Elections Nov 2008
- UGC – 35,000 stills 350 bits of video
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Beyond the Snow

- Weather Forecasts
- Roads Information
- Coverage people enjoying snow
- School Closures
- Trains & Rail Lines
- Airports
- Impact on Economy

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Beyond the Snow

- **BBC Local Radio Managing Editors**
- Audience want information – want it now
- School Closures – need automated system
- Could system be used for other emergencies
- Balance between Radio & Online – Tipping Point
- Online – Information & Shifts 24/7
- Radio Emotional Bonding – Stories about snow

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Beyond the Snow

- **Twitter – Social Networking Sites**
- Available on phones, PDAs & PCs
- Companies offering School Closure information
- Demos – Charlie Edwards - LA Fire Department – Mashups
- Future Mashups- Hard & Soft sources - Soton
- Resilience of web – floods & power outage

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What If.....Feedback

- Worked best when 'real people' involved with Emergency Responders
- Merseyside mother & toddler group Live OB
- What factors motivate them to act on some advice but ignore other warnings
- Lots of Research - Environment Agency & Kings CBRN & Plymouth Dockyard Leaflet

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Masters – Civil Protection

- Risk – Social Construct - Perception
- Trust – Vital for Communications
- Build Resilience from Ground Up
- In tune with Cabinet Office Community Resilience findings
- 3 Audience Groups develop own broadcast campaign
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Conclusion

- Develop Personal Contacts
- Build Trust
- Storytelling & Anecdotes better than Process
- Keep the momentum going
- Encourage Local Initiatives as well as Big Campaign
- Keep asking what the Audience need
- Build Contacts and Network now !
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