







Disaster & Crisis Response

Joint Information Center Media queries

- Determine who will answer media questions and do interviews
- Line up various subject-matter experts



Consistent message

- Stay on message
- Talking points
- Keep it consistent across platforms and organizations



Your role as an elected official

- Serve as a spokesperson for the Board and the County
- Use press releases and talking points provided by PIO to maintain message consistency
- Share, retweet social media posts
- Drive the citizens to take action and where to go for more information
- Dignitary visits



Tools

Website

- Total visits: **43,194**

Media Relations

- Releases – **36**
- Interviews – Local, State, National, International
- Press events - **5**
- Dedicated phone line for media



Emergency Notification System

- Cumberland Alerts
- 48 total alerts
- Internal & External Alerts



Tools

Dedicated Call Center for public questions

- 3,000 calls received during Hurricane Florence
- Relieved the 911 call center
- Staffed 24/7
- FAQs prepared by PIO staff



Tools

Social Media

- Facebook/Twitter
- Photos/Graphics/Videos
- Link back to the website often
- Answer questions in timely manner
- Cross posting
 - Police/Fire/Utilities
 - Municipalities
 - National weather service
 - NCDOT



As we are dealing with Florence and the threat it represents for Cumberland, I personally think they have done a great job in keeping us updated and providing useful information in order to keep our families safe.

Internal Communications

Employees
Stakeholders

- Mayors and other elected officials
- Fire Departments
- Agriculture Community
