

# Orange County Communicators Workgroup

May 8, 2024

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Year in Review



# ICE BREAKER

- **Name**
- **Position**
- **Organization**
- **What languages do you speak? If you could magically speak another language, what would it be?**





# May 2023

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After a long hiatus, we reviewed the mission and vision statements, and did a brief emergency preparedness exercise.



# The Daily Tar Heel

WEDNESDAY, AUGUST 30, 2023

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ARE YOU SAFE? WHERE ARE YOU? ARE YOU ALONE? **GUYS I'M SO FUCKING SCARED.** HEY- COME ON SWEETHEART- I NEED TO HEAR FROM YOU. CAN YOU HEAR ANY GUNSHOTS? **PLEASE STAY SAFE.** BARRICADE THE DOOR OR IF YOU THINK YOU CAN RUN AND GET TO A PLACE THAT CAN LOCK DO SO. MY TEACHER IS ACTING LIKE NOTHING IS HAPPENING AND I'M LOWKEY

## Sept. 2023

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Panel Discussion about UNC-Chapel Hill August 28<sup>th</sup> Shooting.





Nov. 2023

Panel Discussion with our local English-speaking media partners.





# Feb. 2024

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Language Access Planning and a Discussion with our local Spanish-speaking media partners.



# Founding Goals of the Group

## Agreement for Emergency or Urgent Communications

### **Our Goals**

- To serve the public by providing the most accurate and timely information in emergencies.
- To treat all media fairly and equally.
- To share resources and ideas, to collaborate.
- To follow up after events to evaluate our effectiveness.
- To update our resources by meeting quarterly (second Wednesday of month in new quarter).
- To explore new and improved communication technologies that may be shared.

### **Agreement for Emergency or Urgent Communications**

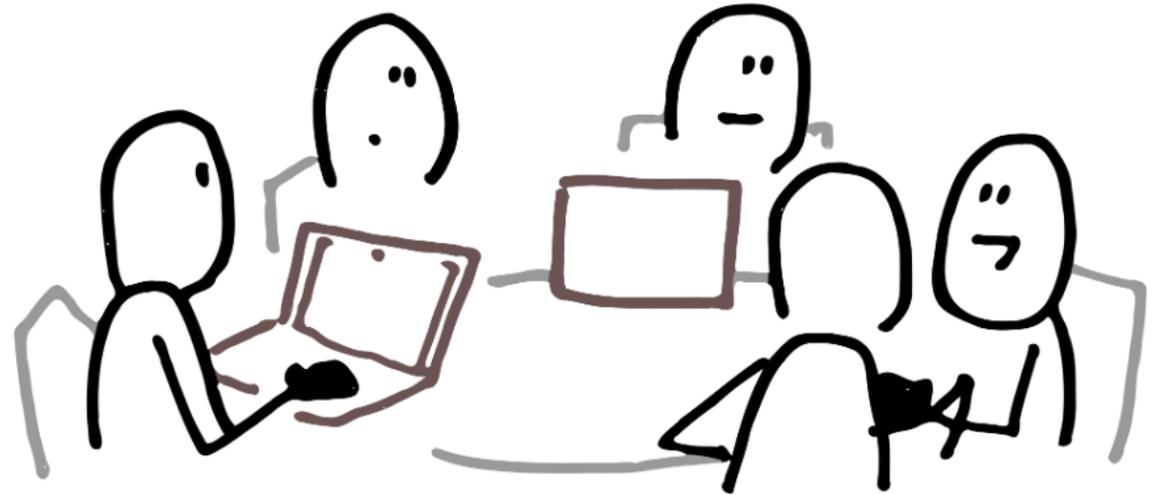
- Emergencies vary in nature, scope and severity. When our messages overlap, we inform and coordinate with each other to the extent practical and given that our communications methods continue as dictated by our agency protocols.
- Each agency will share its information with others as needed, normally by e-mail as the fastest and most accurate method. When in doubt, we share information.
- Individual independent agencies are responsible for the timing, verification and content of information they send to the public. No agency should distribute information that is outside its area.
- For some events, many public agencies will adopt the practices outlined by the National Incident Management System (NIMS) and the Incident Command System. This system designates an Incident Commander. Depending upon the size and type of incident, the Incident Commander may designate a Public Information Officer. Members of this group will be available to the extent practical to assist that designee.
- We share our resources when warranted to the best of our agency's ability.

# How to Structure this Group?

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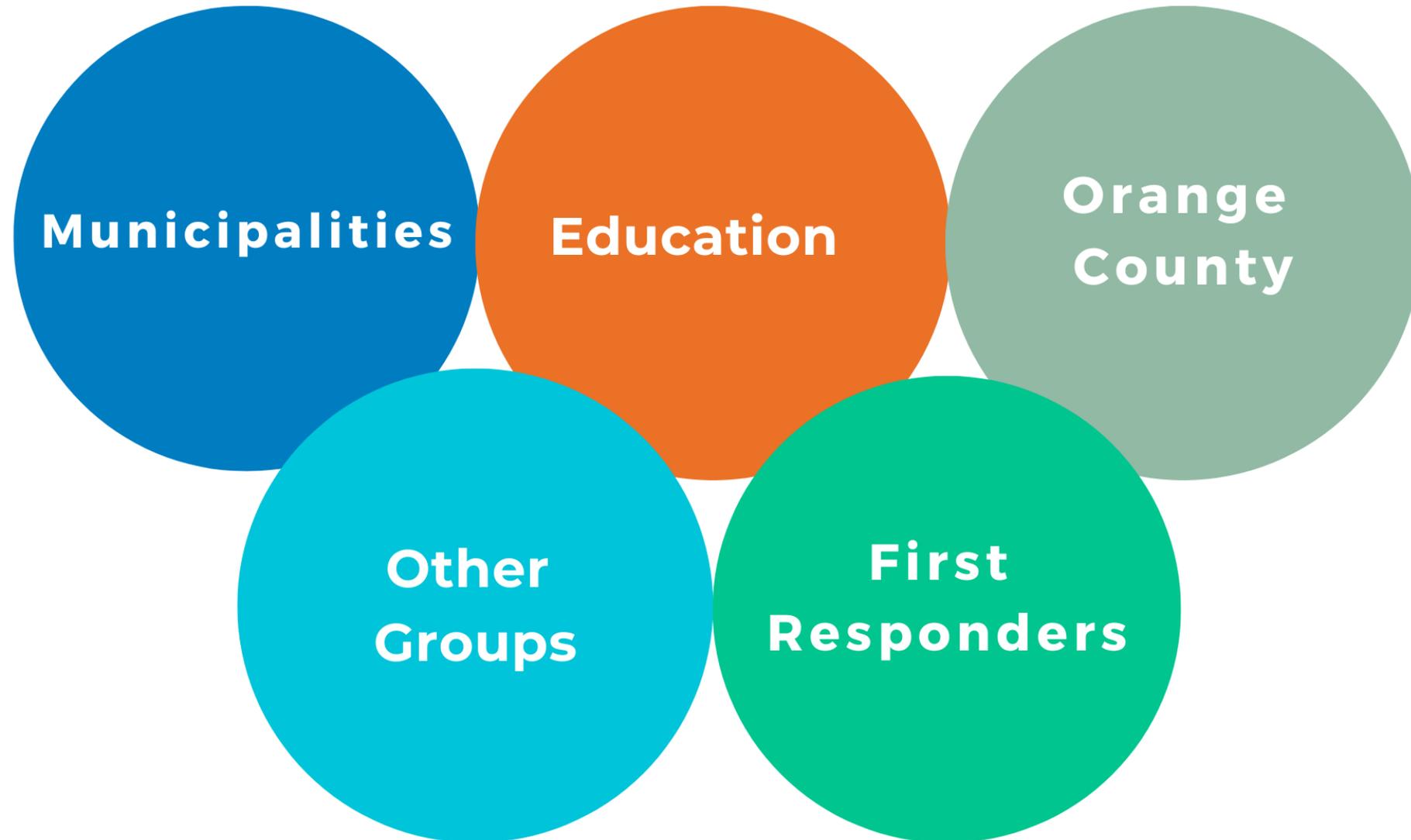
## Goals for the Structure:

- Sustainability
- Mining the wisdom of the group
- Equity
- Inclusion
- Stay prepared to work together in the event of an emergency
- Solidifying relationships and making connections



# We Meet Quarterly

Who should host and where should we meet?



**How  
often  
should  
we meet?**

ORANGE COUNTY COMM. WORKGROUP		
JANUARY	FEBRUARY	MARCH
		
APRIL	MAY	JUNE
		
JULY	AUGUST	SEPTEMBER
		
OCTOBER	NOVEMBER	DECEMBER
		

**crisis  
communications**

**social media  
tips & tricks**

**USING PLAIN  
LANGUAGE**

**Topics to  
Explore  
Together**

**EQUITY &  
INCLUSION**

**ACCESSIBILITY**

*how to get meaningful input from  
community members*

**MAKING GREAT  
VIDEOS!**



# Possible Topics for this Year

- How does UNC work (+UNC Health)?
- Emergency Responders- who responds to what?
- How does our community want to receive information? Text, phone, email, conversation, paper? What is their preferred method?
- Media partners- what is the best way to work with them?
- Freedom of Information Inquiries
- Training on reels and short videos
- Calendars- how do we find/ create a centralized calendar for the whole county?
- Community services- how to get the word out about different services available to the community?
- First amendment auditors
- Artificial Intelligence
- Analysis of communications channels and practices for racial equity and inclusion
- Smooth information sharing- less time and less friction
- Shared contacts for help pushing out messages (neighborhoods/ agencies)
- Using plain language
- Emergency planning tabletop exercises
- Survey best practices and tips
- De-escalation course/techniques
- Suicide prevention course
- Crisis communications for a variety of situations such as active shooter, natural disasters.

# Who is here today? Who are we missing?



THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL



# Orange County Departments Include:

*Who are we missing?*



ORANGE COUNTY  
NORTH CAROLINA

Orange County



Department of Environment,  
Agriculture, Parks & Recreation



ORANGE COUNTY  
HEALTH DEPARTMENT

*Improving health. Inspiring change.*



ORANGE COUNTY  
DEPARTMENT OF  
SOCIAL SERVICES



Orange County  
Department on Aging



ORANGE COUNTY  
ARTS COMMISSION



- Community Relations
- Economic Development

## Help me, please!

This is an open forum for any member to bring up a communications or community engagement topic for which you would appreciate some help. Maybe you just want to share a big event or have a specific task or challenge for which you could use some advice.

## I have an idea!

This is a time to tell everyone about a gadget or tool that has really helped you to be a more effective, efficient communicator.