



THE CALIFORNIA PUBLIC RECORDS ACT

"The people of this state do not yield their sovereignty to the agencies which serve them. The people, in delegating authority, do not give their public servants the right to decide what is good for the people to know and what is not good for them to know. The people insist they may retain control over the instruments they have created."

The Scene

- 25 Fatalities
- 135 injured
- 255 Fire
- 200 Police
- 50 Media Personnel
- 30 Rail Road Personnel
- 30 Investigators
- 30 Staff of VIP's
- Mayor of Los Angeles
- Governor of California
- Los Angeles City Councilman
- County Supervisor
- Chief of Police
- LA County Sheriff
- 12 helicopters
- 30-50 ambulances

- Timeline
- 4:22 Metrolink engineer sends text message
- 4:23 p.m. Metrolink commuter train strikes a Union Pacific freight train.
- 4:28 First media reports air, radio, TV and Internet.
- 4:30 First media helicopters broadcast pictures live from the scene.

New Media

- Twitter
- Youtube
- Facebook
- MySpace
- Photo and Video sharing sites
- News blogs
- Private blogs

Empathy in a Crisis

Peter Sandman

www.psandman.com

Center for Risk Communications

www.thecenterforriskcommunications.com

- Caring + Empathy = 50% of Trust
 - The other 50% is shared equally with
 - Dedication/Commitment
 - Honesty/Openness
 - Competence/Experience.
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- Vincent Covello – Model
 - Director of the Center for Risk Communication

Empathy is not a Strategy

- Empathy can't be faked
- Candor and Humanity – Being Real

Key Elements

- Acknowledge what went wrong
- Sound and look concerned
- Allow public to see that you are also struggling with it
- Give people something to do
- Don't lie or tell misleading half-truths

“Tell it early
Tell it all
Tell it yourself”

Lanny J. Davis, former Special Counsel to the
President.

Tell the truth.