



# Memorandum

**TO:** HONORABLE MAYOR  
AND CITY COUNCIL

**FROM:** Kimberly Shunk

**SUBJECT:** TITLE OF REPORT

**DATE:** August 6, 2007

Approved

*Deanna Antura*

Date

*8/8/07*

**COUNCIL DISTRICT:** City-Wide  
**SNI AREA:** Not applicable

## RECOMMENDATION

Staff recommends that elected officials attend a new Crisis Communications class facilitated by the Governor's Office of Homeland Security on Monday, August 20, 2007 from 1-3 PM in Council Chambers.

## OUTCOME

As a result of this two hour class, elected officials will have some basic knowledge, reinforced by practical exercises, about crisis communications.

## PURPOSE OF STUDY SESSION

The purpose of this session is to provide advance training to elected officials about communicating with residents and the media during and after a disaster. Staff is not seeking a decision from Council. The agenda, course outline, and instructor biographies are attached for reference.

## BACKGROUND

The City of San José and Santa Clara County are co-hosting this year's Golden Guardian exercise on November 14, 2007. As part of this statewide disaster exercise, the Governor's Office of Homeland Security is offering its first course in crisis communications. At present, other crisis communications classes offered by State agencies are forty hours in length and none are tailored specifically for elected officials. The class is free.

### ANALYSIS

Communicating with residents is one of the most important tasks that elected officials perform in the wake of a disaster. The public needs concise, accurate, timely information to know what to do, and to be reassured that local government is responding appropriately. Because stress levels are especially high immediately following a disaster, elected officials, like all of us, benefit from advance training, rather than learning on the job when a crisis occurs.

### PUBLIC OUTREACH/INTEREST

- Criteria 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- Criteria 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- Criteria 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

None of the above applies to this study session. However, because Santa Clara County is co-hosting this year's Golden Guardian exercise, this same course has been offered to the County's Emergency Preparedness Council, which plans to participate in the training on November 1, 2007.

### COORDINATION

This memo has been coordinated with the City Manager's Public Information and Community Outreach Office.

### NEXT STEPS

No further action is necessary upon course completion.

OES can provide additional training or information about California's Standardized Emergency Management System (SEMS) or the federal government's National Incident Management System, if desired.



KIMBERLY SHUNK  
Emergency Preparedness Director, OES

For questions please contact Kimberly Shunk at 277-4595.

# CITY COUNCIL STUDY SESSION AGENDA

## OHS/UC PUBLIC OFFICIALS INITIATIVE PREPARDNESS WORKSHOP

**AUGUST 20, 2007**  
1:00 P.M. to 4:00 P.M.  
COUNCIL CHAMBERS

- **Purpose**

To familiarize public officials with their role(s) in a crisis situation, to provide an executive overview of crisis response in California, and to discuss useful tools and standard best practices of risk and crisis communications.

- **Outcome**

Provide an understanding and context for the roles of others during events and the interrelationships among local, state and federal agencies through the State Emergency Management System (SEMS), the National Incident Management System (NIMS) and the National Response Plan (NRP).

PETE CONSTANT  
FORREST WILLIAMS  
SAM LICCARDO  
KANSEN CHU  
NORA CAMPOS

DISTRICT 1  
DISTRICT 2  
DISTRICT 3  
DISTRICT 4  
DISTRICT 5

CHUCK REED, MAYOR

PIERLUIGI OLIVERIO  
MADISON P. NGUYEN  
DAVID D CORTESE, VICE MAYOR  
JUDY CHIRCO  
NANCY PYLE

DISTRICT 6  
DISTRICT 7  
DISTRICT 8  
DISTRICT 9  
DISTRICT 10

Welcome to the San José City Council meeting!

**Agendas and Staff Reports for City Council items may be viewed on the Internet at [www.sanjoseca.gov/clerk/agenda.asp](http://www.sanjoseca.gov/clerk/agenda.asp)**

**To arrange an accommodation under the Americans with Disabilities Act to participate in this public meeting, please call (408) 535-1260 or (408) 294-9337 (TTY) at least two business days before the meeting.**

- **Call to Order and Roll Call**

## **CITY COUNCIL STUDY SESSION**

1:00 p.m. – 4:00 p.m. Council Chambers

1. **Opening Remarks**
2. **Introduction:** Review goals of the session and key topics to be covered.
3. **Disaster Response:** What changes as a result of disaster? Discussion of roles, activities of others; how do terrorist events alter disaster?
4. **State Operations:** Provide an understanding and context for the roles of others during events and relationships among local, state and federal agencies through the State Emergency Management System (SEMS) and the National Response Plan (NRP).
5. **Media and Messaging:** How the media responds; what the media expectation is during a disaster; how to work with reporters; crisis communications needs and tools.

### *Break*

6. **The Public Official Role:** How to best manage your time and team during an event.
7. **Golden Guardian & Exercises:** How exercises can benefit senior elected officials and their staffs, briefing on Golden Guardian statewide exercise series.
8. **Debrief and Critique:** Examination of key topics, identify areas for future focus.

- **Public Comments**
- **Adjourn**



## OFFICE OF HOMELAND SECURITY

### Public Officials Workshop Agenda

**Overview:** The purpose of this workshop program is to familiarize public officials with their role(s) in a crisis situation, to provide an executive overview of crisis response in California, and to discuss useful tools and standard best practices of risk and crisis communications.

1. **Agenda/Introduction**—Review goals of the session and key topics to be covered. The workshop includes a mix of slide materials, oral presentation, exercises and video clips from both stock and original video. Summarizes the content of the Workshop and discusses the videos used during the session.
2. **Disaster Response**—What changes as a result of a disaster? Disaster events change many aspects of the lives of the public and governmental employees. Stress, uncertainty and physical risk combine to both shift the focus of attention away from normal daily affairs to the basics of personal and family safety and alter the behavior of the public and responders. Information processing changes (e.g., mental noise component) and what is heard and what can be processed changes and therefore the mode of public communications needs to change. The media's role changes to more critical communications. Discussion of role, activities of others; how terrorist events alter response.
3. **State Operations**—Provides an understanding and context for the roles of others during events and the interrelationships among local, state and federal agencies through the State Emergency Management System (SEMS), the National Incident Management System (NIMS) and the National Response Plan (NRP). Examines the history of SEMS and why it was developed and mutual assistance. Discusses NIMS and the Federal role as well as the development and use of the NRP. This is not intended to be an in-depth presentation of these plans, but rather a contextual overview for executive officials.



## OFFICE OF HOMELAND SECURITY

4. **Break**
5. **Communications and Messaging**—The needs of the public during a crisis change and effective public communications is critical. How the public receives and processes messages should drive the content and process of communicating with them. Several different tools and templates for crisis communications are presented along with exercises to help attendees better learn and apply these skills. Videos illustrate effective communications practices and news personnel provide perspective on what the public needs to hear and how the media will respond.
6. **The Public Official Role**—The discussion focuses on how to best manage time and the activities and effectiveness of the Senior Official's response team during a crisis. What is expected of the Senior Official from the public perspective. How span of control can impact effectiveness of response.
7. **Exercises and Workshops**—Focuses on the essential importance of exercises and how exercises can benefit senior elected officials and their staffs. Presentation includes lists of items for the Senior Official to focus on. This portion covers what to expect, and not to expect, from exercise activities.
8. **Media and Messaging**—The media can be your partner or your opponent – it is up to the Senior Official and their team to manage this relationship. How the media responds to and what the media expects during a crisis. Illustrated by video interviews with news personnel covers working with the media, what the media sees as its role and how to coordinate crisis communications.
9. **Debrief and Critique/ Questions**—Examination of key topics; identify areas for future focus, with video commentary on preparedness and exercises.



---

## OHS/UC Public Officials Initiative Preparedness Workshop

### Facilitator Biographies



**Michael Kleeman** is a senior fellow at IGCC and involved in several projects involving homeland security and critical infrastructure protection, including "Training and Exercises in California Homeland Security." He has also worked with the School of International Relations and Pacific Studies and the California Institute of Telecommunications and Internet Technology at UC San Diego. He was a staff consultant to the Markle Foundation project on Information Sharing in the Intelligence Community and helped author the SHARE standards for information exchange. For more than 30 years he has been involved in the technology industry in engineering, planning, management, and advisory roles. Formerly a vice president at the Boston Consulting Group, director at Arthur D. Little, and an executive at Sprint, Kleeman has also been involved with numerous technology companies in North America as advisor and executive.

Kleeman serves as the National Chair of Strategy for the American Red Cross, as the Science Advisor for the University of California Center in Sacramento, and on the boards of Equal Access, a not-for-profit providing digital satellite radio services to developing nations and the Marine Mammal Center in Sausalito. He is also on the advisory council for the San Diego Technology Council. He holds an undergraduate degree from Syracuse University and an M.A. from the Claremont Graduate School.



**Michael Sicilia** is the Public Affairs Manager with the California Office of Homeland Security, Exercise and Training Branch. He is the project manager of the Public Officials Initiative, which trains and exercises elected officials on their crucial role as crisis communicators in catastrophic emergencies. From 1999-2003 he was Deputy Director of Communications for California Governor Gray Davis. Among his accomplishments, he oversaw the overhaul and redesign of California's award-winning web portal, and served as a content editor for the governor's web site.

No stranger to emergency communications, Mr. Sicilia helped devise and supervise the communications strategy for the Y2K preparedness efforts. During the Energy Crisis of 2000-2001, he was interim spokesperson for the Department of Water Resources, charged with purchasing power for near-bankrupt utilities. Michael participated in the successful execution of the Capitol evacuation and reconstitution of government operations on 9/11. He was the governor's liaison to the Joint Information Center during the Southern California Wildfires of 2003.

An award winning broadcast journalist, from 1997-99, Mr. Sicilia was state capitol reporter for *The California Report*, heard on NPR stations statewide. He also covered the Sacramento region for KCBS-AM, San Francisco and KFBK-AM, Sacramento. Among the highlights of his Sacramento career was the coverage of the trial of convicted "Unabomber" Theodore Kaczynski for Westwood One radio network.

Sicilia won several Southern California Golden Mike Awards for his spot news coverage of the Los Angeles Riots, as well as political and documentary reporting for station KCSN-FM, Northridge. He was honored by the Associated Press and the Radio and Television News Director's Association for his coverage of the Polly Klaas abduction case for KSRO-AM, Santa Rosa. He won a Society of Professional Journalists Award for his reporting on the O.J. Simpson murder trial for radio station KFBK-AM, Sacramento.



**Steve Turner** is currently serving as a loaned officer to the California Governor's Office of Homeland Security (OHS) as Public Affairs Manager and Exercise Coordinator. While still a member of the Sacramento Metropolitan Fire District, Captain Turner is working with federal, state and local agencies to maintain the state's ability to prevent, prepare for, respond to, and recover from emergencies ranging from acts of terrorism to natural disasters. He also serves as an agency spokesman and manages OHS public information activities.

Captain Turner facilitates cooperative working relationships among cities, counties, and community-based organizations in regions throughout the state to ensure their ability to communicate with key audiences in emergency situations. He shares his expertise in the use of the Incident Command System (ICS), crisis communications, fire service response, hazardous materials rescue, and the capabilities of non-governmental organizations in community preparedness and response.

Captain Turner is an 18-year fire service veteran with the Sacramento Metropolitan Fire District. The District provides services to more than 600,000 people in a 417-square-mile area through 44 fire stations with nearly 800 employees. Prior to his appointment to OHS, Captain Turner was promoted through the ranks and served as firefighter, academy instructor, arson investigator, captain, reserve firefighter program coordinator, hazardous materials rescue team captain, public information officer and community services division manager.

Captain Turner served as a director on the Governor's Office of Emergency Services/FIRESCOPE Advisory Board, which addresses statewide mutual aid, cooperative agreements, and fire/rescue regional policy issues and advises the Director of OES in matters of statewide significance.

Currently vice president of the board of directors for the Sacramento-Sierra Chapter of the American Red Cross, Captain Turner chairs both the governance and legislative committees. He has been a Red Cross volunteer instructor since 1990 and was a volunteer head counselor for the Muscular Dystrophy Association's Northern California summer camp.

He received his associate of science degree in administration of justice and earned a Bachelor of Arts degree in management from Saint Mary's College. Captain Turner is a state-certified fire officer and is completing his California chief officer certificate requirements.