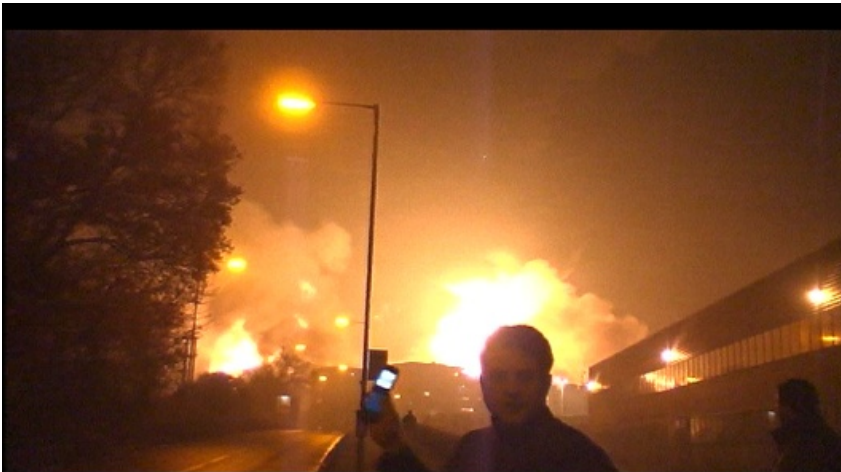


The transparent society – User Generated Content



JULY 7: BBC received 20,000 images
SNOW 2010: 35,000 images, 350 video

To the internet!



Boscastle 2004
– 70,000 hits



Carlisle – 3
million hits



Summer
2007 – 7.9
million hits



BBC News Online – 5.3 million (4.3 m
for US elections)

Local BBC – up 800 %

Kent, Essex, London – up 900 %

Media dynamics in a crisis



'Out of a clear blue sky...'



MAYHEM: Pentagon watched events unfold on TV

MASTERMIND: details repeated

MANHUNT: Why didn't CIA know? Why did Clinton scrap internal flight security?

The media will be there...



The bad old days...

Mad cow panic as M6 becomes a bloodbath

By JON HUNT
Medical Correspondent

Thousands of motorists were caught up in a BSE scare after a tanker full of cows' blood leaked on the M6 yesterday. In scenes likened by an eye-witness to a Quorn (a Quorn is a Quorn) incident, rescue workers were rushed to hospital for decontamination after being splattered with blood. Motorists caught up in a 25-mile jam caused by the spill were urged by police to keep their windows tinted and maintain a steady pace as they passed the spill near Walsall, Wolverhampton.

The accident happened at 7.30 am when the 20-tonne tanker, travelling from Exeter to Cheshire, sprang a leak leaving a trail of blood. Up to 60 gallons poured onto the road.

Two lanes of the M6 northbound were closed near Junction 10 for most of the day and the tail-back stretched to Junction 4 and Junction 2 of the M5 at Oldbury.

Police issued a BSE alert after learning the blood was to be destroyed, although authorities later said the blood was harmless.

Four police officers, two firemen, two ambulance paramedics, the tanker driver and his wife were all taken to Walsall Manor Hospital where they were showered down and their clothes destroyed. But, the hospital and there was no chance of them being infected with BSE.

Crewsman Mr Geoff Greene, aged 35, compared the scene to a gory Tarantula film. He said: "A

From abattoir to bloodmeal

The M6 spillage was only a tiny fraction of the thousands of tonnes of blood being transported every year to Britain's sole processing plant. Blood from more than 2.5 million cows slaughtered since May 1996 is taken to the Grasses processing plant at Widsnes, Cheshire, where it is turned into bloodmeal.

Official estimates suggest it is equivalent to 87,000 tonnes of blood, about 3,000 tanker loads. The blood comes from 29 abattoirs around the UK which are licensed for the process designed to take healthy cattle aged more than 30 months out of the human food chain.

Hood of 71,000 cattle from BSE-infected herds that have been killed under a separate scheme is also taken to the Widsnes plant.

Grass handles the collection of blood from the slaughterhouses and often subcontract the work, according to the Government's intervention board.

Exeter-based haulage company J L Thomas was carrying the load. An intervention board spokeswoman said: "We've called for a report from the company. The whole thing is monitored very strictly and the blood is monitored going on to the tankers."

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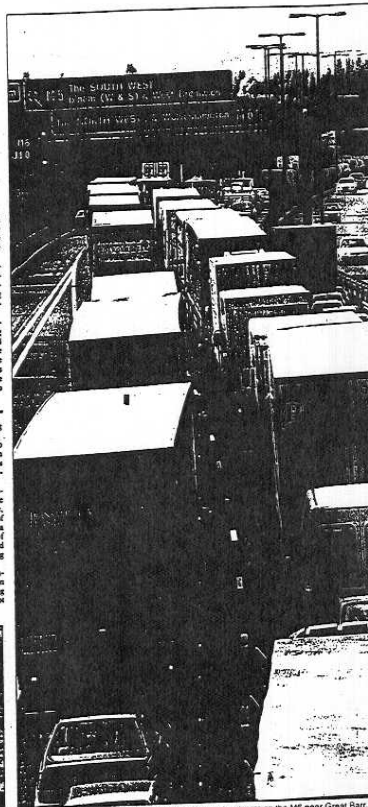
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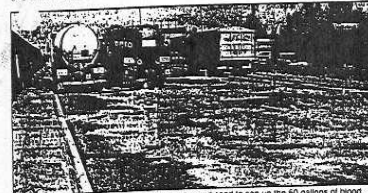
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Motorway madness: The spill caused the patience of motorists on the M6 near Great Barr.

- Fire brigade: "don't know"
- Police: "BSE alert"
- Company: "no evidence"
- MAFF: "highly remote"



Massive clean-up: Firemen in protective suits used sand to sop up the 60 gallons of blood.

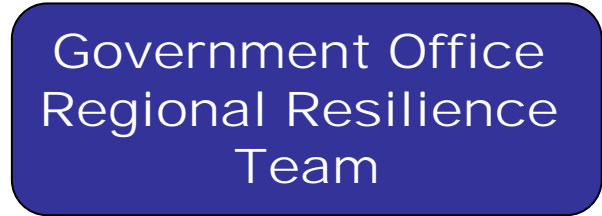
Co-ordinate the response...

- PREPARE: risk assess, identify spokesperson, media train, exercise
- Co-ordinate responses to minimise conflict and confusion: THE MULTI AGENCY RESPONSE
- Monitor effects of media on community and address negative impact media can have
- Recognise positive role media can play
- Maintain and enhance the image of agencies involved – public confidence

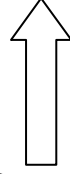
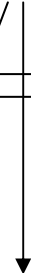
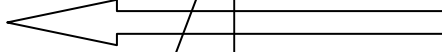
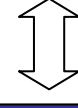
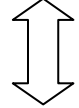
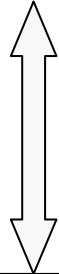
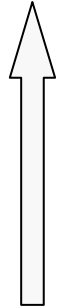
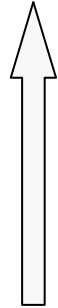
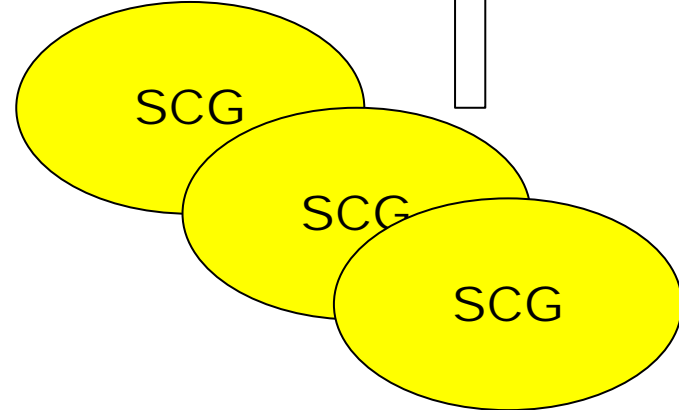
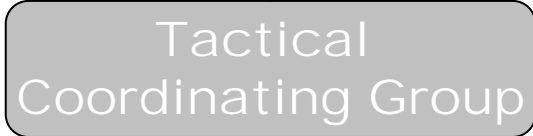
NEWS & PR

Structure

COI[®]



Key stakeholders



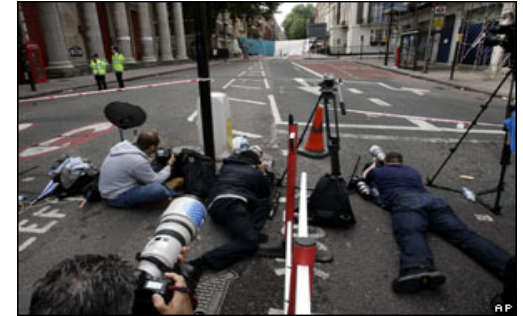
REGIONAL MEDIA EMERGENCY FORUM

- Main role is a **VOLUNTARY** interface between media and emergency responders
- Build trust and confidence
- Identify best practise and share
- Review Media Plans
- Post Event Debriefs to identify lessons learned
- NOT an operational group – but can intervene if helpful



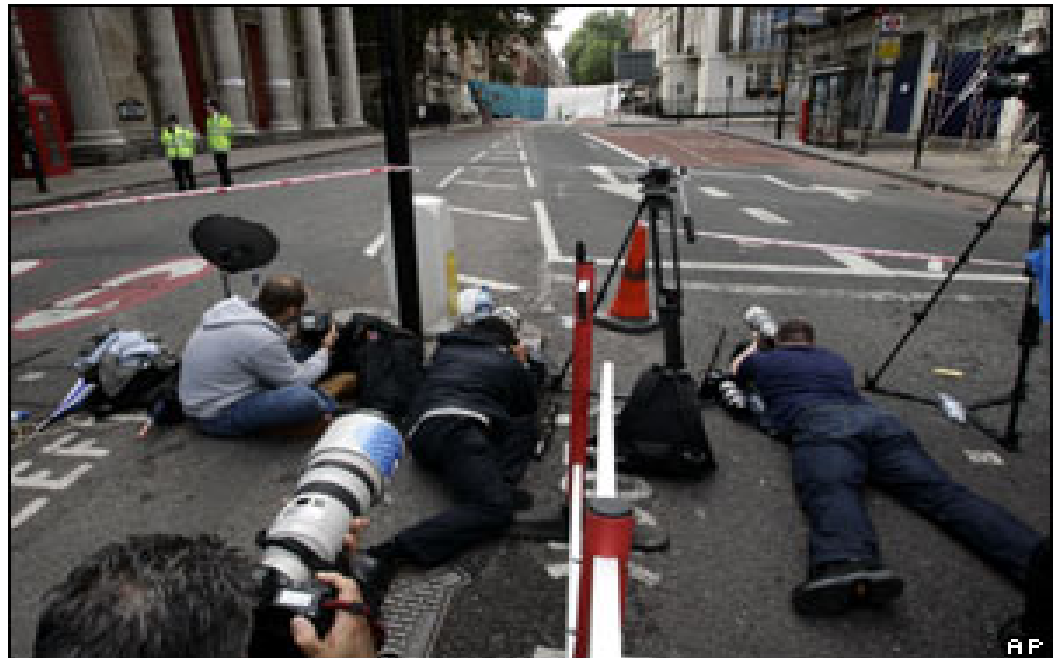
Getting the media on side

- ❑ VANTAGE POINT
- ❑ INFORMATION
- ❑ MEDIA CENTRE
- ❑ SPOKESPERSON



VANTAGE POINT

- ❑ Clear view for media – helping them will help you
- ❑ Operational – remember space for Sat Vans, OB Units, media cars
- ❑ Pooled resources



Information flow

- Press releases & regular updates
- Telephone responses
- Press briefings
- One to ones
- Direct messages
- THE WEB



Media 'centre'

'P & T'

**Power points &
tea, toilets**

Escape routes!



SPOKESPERSON

‘Environmental pose’ – *get out of the office: don’t be a bureaucrat*

The three ‘P’s:

Pity

Praise

Pledge



NEWS & PR

Strategy and tactics

Doh!

COI[®]

