

PREPTalks

New perspectives for emergency managers



CENTER FOR HOMELAND
DEFENSE AND SECURITY
NAVAL POSTGRADUATE SCHOOL

Storytelling to Promote Action

The Big One Podcast Team

Agenda

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Introductions (5 minutes)

Watch the PrepTalks (20 minutes)

Discussion (30 minutes)



Introduction

- The Big One podcast team works at Southern California Public Radio. The team consists of host Jacob Margolis (top), producers Arwen Champion Nicks (middle) and Misha Euceph (bottom), and editor Megan Garvey
- The Big One: Your Survival Guide is a nine-episode series released in early 2019, and by April 2019, it had been downloaded more than one million times

Watch the PrepTalk

<https://www.fema.gov/blog/preptalks-big-one-podcast-team-storytelling-promote-action>

Topics

- Testing Your Assumptions
- Storytelling as a Preparedness Tool
- Partnering with the Media

Topic 1: Testing Your Assumptions

The Big One podcast team tested their assumptions about people's awareness of potential disasters

- Don't assume you know your community's concerns
- "Go to a park" - talk to people in any informal public setting
- Identify and take notes about their concerns

When we questioned our assumptions, we had to face a very sobering reality, that all the coverage we had done might not be working. — Arwen Champion Nicks

1. What are some ways to test your assumptions about what people know about potential disasters in your area?
2. What questions would you want to know from the people who live in your community?



Topic 2: Storytelling as a Preparedness Tool

How to Tell Stories

- Tell Real-Life Stories: Sharing first-person accounts of disaster survivors is a compelling way to convey the actual experience of a disaster.
- Use Visualization: Visualization includes vivid imagery to describe the scene and what people will see, hear, feel, and smell.

Pair Stories with Actionable Preparedness Information

- Connect your storytelling with preparedness actions to show why the action is useful and important.

We knew we had to answer the question, “Where do I get started?” so we gave our listeners practical, actionable items that they could do to prepare.
— Misha Euceph

Topic 2: Storytelling as a Preparedness Tool



1. Review your preparedness materials to couple preparedness recommendations with real-life stories or fictional narratives to help community members visualize why the recommendations are important.
2. Do first responders in your community have compelling stories about why they choose a career in emergency response?
3. How can you identify people in your community who have experienced disasters? How can you use their stories to highlight preparedness actions?
4. Who else can help create visualization narratives?

Topic 3: Partnering with the Media

Develop a Media List

- Identify media contacts before disasters hit.
- Connect with local meteorologists to engage with their social media followers.

Build the Relationship

- Contact reporters and producers directly about important public meetings or press conferences.
- Hold a “You Are the Help” training for employees of the news outlet.
- When reporters contact you be responsive, be accurate, be useful to them.

Be an Expert AND Help with Storytelling

- Help journalists write stories that go beyond the facts, to provide the human perspective—those stories will become your “real life stories” for preparedness.

Topic 3: Partnering with the Media



1. Do you have a list of journalists who cover relevant topics in your community? If not, do you have an intern or perhaps a local journalism student who can help you build your list?
2. In addition to the Public Information Officer, who else in your emergency management network should build a relationship with reporters in your area to focus on preparedness?
3. What are ways you can build a relationship with reporters?
4. How can you partner with the media and work together to improve the preparedness and resilience of your community?

PrepTalks. New Perspectives for Emergency Managers.

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www.fema.gov/preptalks