

The San Bernardino Shooting Managing the Media

CAPIO EMERGENCY COMMUNICATIONS ACADEMY
JANUARY 7TH, 2019

“The lack of Information scares you”



December 2nd, 2015

- Inland Regional Center – San Bernardino
- 2 shooters – AR-15's – 100+ rounds (10:58am)
- 14 killed – 22 wounded
- Suspects were tracked down
- Killed in a firefight with police (3PM)
 - 2 officers injured
 - Gunbattle played out with media all around



The Speed of News

- 2 Reporters were inside the crime scene capturing video and pictures before the crime scene was locked down.



SBPD PIO Team



Agencies

- 10 LE Agencies
 - Local – State - Federal
- 6 FD's
- 300+ officers, deputies and agents



Unified Front



Transparency



Media Management

- Value The Team
 - PIO's working together in the background
 - Prepping those that go 'on-camera'
- Extensive Use of Social Media
 - Creates a Level Playing Field for all
 - Pushes Out Your Message



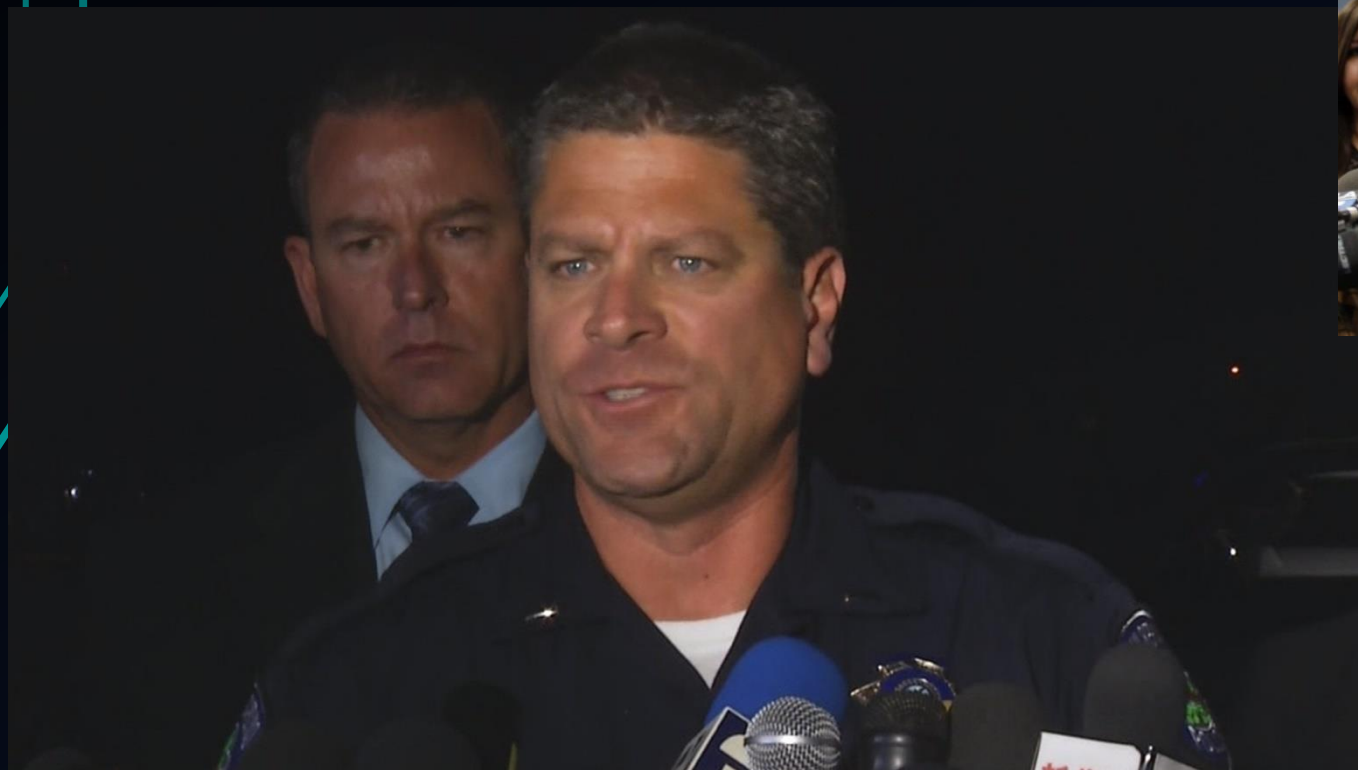
Local, State and Federal Dynamic

- We agreed to ‘stay in our lanes’
 - Made statements that impacted what we were responsible for....
- Terrorism Component
- Day Three (Friday) – Officially Became a “Federal Investigation”
 - We shifted our focus to our community and our departments
- Establish Relationships Before a Crisis....

What About The Local Media?



The Human Side of the Response



“The lack of Information scares you – But Knowledge is Power”

