



# webinar

## Power Lunch Webinar

Thursday, November 2, 2017

Time: 12 to 1:15 p.m.

Webinar log-in information will be emailed to all registrants.

**Speakers:**

**Sgt. Ray Kelly**

Sergeant  
Alameda County Sheriff's Office

**Officer Marco Marquez**

PIO  
City of Oakland

**Officer Johnna Watson**

Public Information Officer, Office of  
the Chief of Police,  
Oakland Police Department

**Moderator:**

**Guy Ashley**

Director of Communications and  
Media Relations  
Alameda County Administrator's Office  
and Board of Supervisors

### The Oakland Ghost Ship Fire - Lessons and Perspectives from the Tragedy

On December 2, 2016 a total of 36 people were killed and an entire community affected by what became known as the Oakland Ghost Ship Fire. This event became the deadliest fire in the history of Oakland and was also the deadliest mass-casualty event in Oakland since the 1989 Loma Prieta earthquake. Hear first-hand accounts from Sergeant Ray Kelly, public information officer for the Alameda County Sheriff's Office, Officer Johnna Watson, lead public information officer for the City of Oakland Police Department, and Officer Marco Marquez, public information officer for the City of Oakland Police Department. The incident began as a fire, but quickly needed law enforcement intervention to set up a perimeter, respond to the public's desire for information, handle international media coverage and work with the families of those affected.

Learn about in-the-moment decisions made from the out-set that helped these agencies stay in control of the scene, coordinate outgoing messaging, and most importantly maintain sensitivity and humanity with how they handled victim family response. Learn how previously established relationships between local agencies became a foundational strength when an incident of this magnitude arose. In addition, the City of Oakland's established relationships with the media helped them receive appropriate cooperation from the media on requested procedures involving family privacy while balancing the public's desire for information.

**Webinar Cost:**  
**\$20 for Members**  
**\$35 for Non-Members**

Register online at  
[www.capio.org](http://www.capio.org)

For registration questions or payments call 1 (844) CAPIO-55.

**\*\*This webinar qualifies for CAPIO PIO Institute Credit for Crisis Communications (CC)\*\***