

Effective Communication in Emergency Management



Baldwin County Emergency Management



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dé·jà vu

/dāZHä 'voo/

noun

- 1.a feeling of having already experienced the present situation.
- 2.tedious familiarity.

Vu jà dé

/voo ZHä dā/

noun

1. The propensity for discovering something new in something you've already seen a million times before.
2. Known as preamnesia- describes the experience of feeling that one has not witnessed or experienced.

Ft. Morgan

**The Terrible Storm of
Sept 26-27, 1906**

Qqponl_j#B aamslr#rd#

N GN gbear.

qmpk #psptgmp

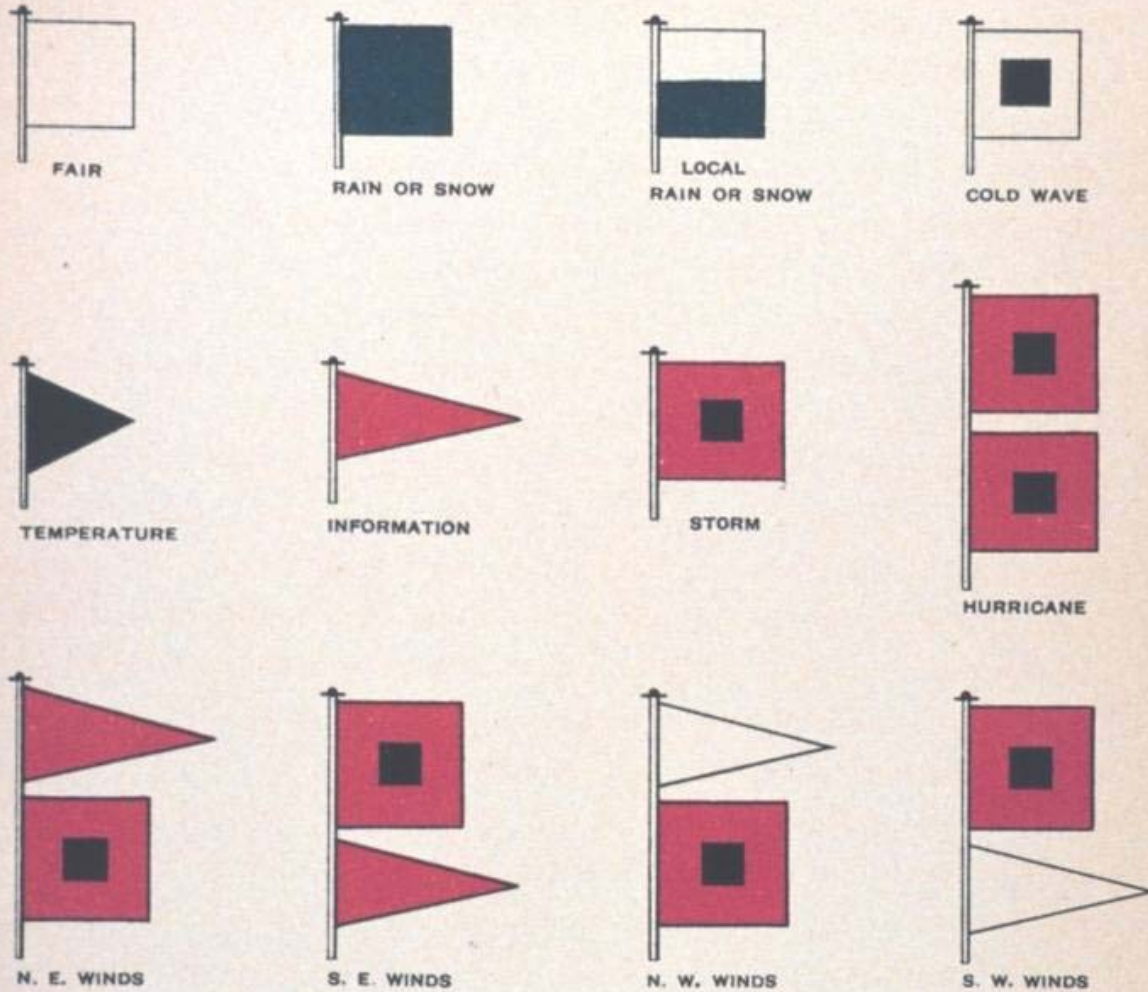




1906 Methods of Communication

- ✘ **Word of Mouth**
- ✘ **Telephones**
- ✘ **News Paper**
- ✘ **Flag System**

WEATHER SIGNAL FLAGS



EXPLANATION OF THE SIGNAL FLAGS
USED AT
WEATHER BUREAU DISPLAY STATIONS.

TROPICAL HURRICANE

Louisiana and Mississippi Gulf Shore Exposed
to Raging Storm—Port Eads Is
Under Water.

RUIN FOR THE RICE PLANTERS

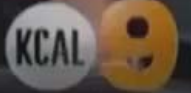
Lands in Plaquemine Parish Swamped With Salt Water, Des-
troying Entire Rice Crop—Southern Yacht Club Building
in New Orleans Damaged—Fear for Oyster Fisher-
men—Lake Pontchartrain Running Over.



BBC



8:36 67°



KCAL9.com



8:56 6Z



KCAL9.com

How can we ENSURE Success?



● **EDUCATE**



● **ENGAGE**



● **ENCOURAGE**



● **EVOLVE**

How can we Optimize Success?



● **OFFICIAL**



● **OUTSTANDING**



● **OPPORTUNITY**



● **OUT-OF-THE-BOX**

Creating Successful Communication



● **COORDINATION**



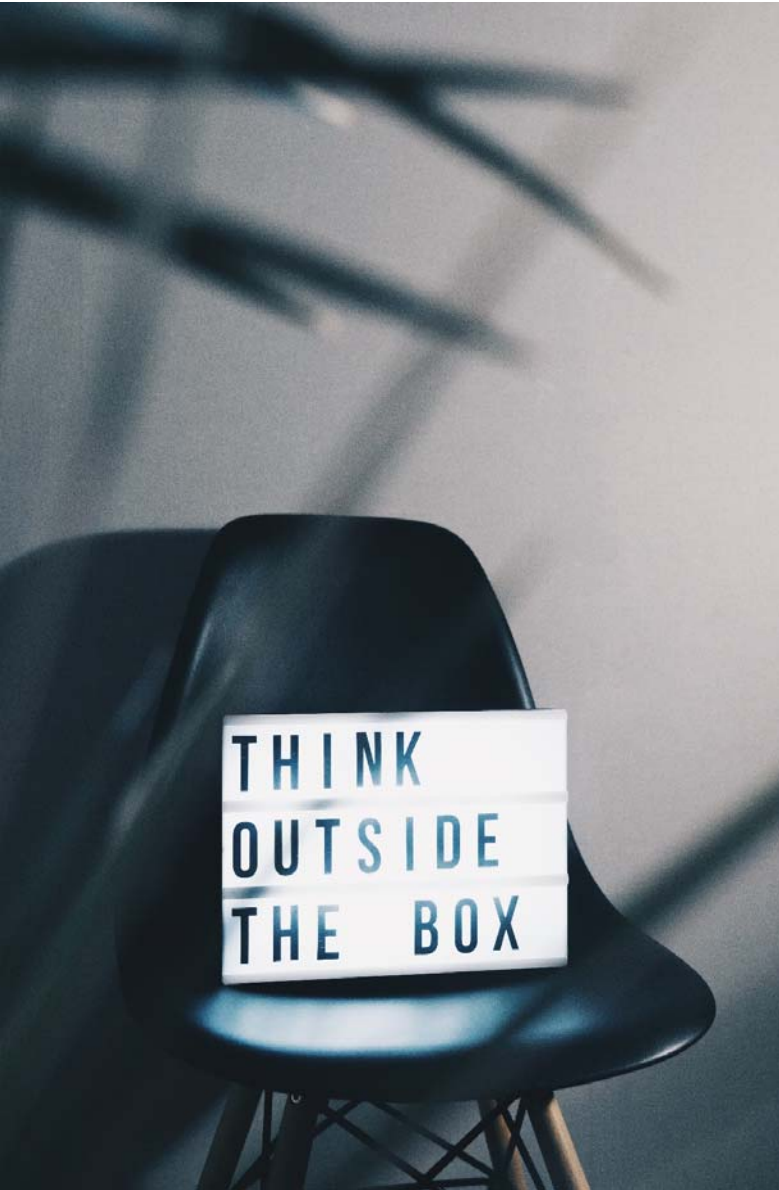
● **COOPERATION**



● **COLLABORATION**



● **CLEAR & CONCISE**



HELLO
WORLD!



JAN
2018

DIGITAL AROUND THE WORLD IN 2018

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL
POPULATION



7.593
BILLION

URBANISATION:

55%

INTERNET
USERS



we
are
social

4.021
BILLION

PENETRATION:

53%

ACTIVE SOCIAL
MEDIA USERS



3.196
BILLION

PENETRATION:

42%

UNIQUE
MOBILE USERS



we
are
social

5.135
BILLION

PENETRATION:

68%

ACTIVE MOBILE
SOCIAL USERS



2.958
BILLION

PENETRATION:

39%





THANK
YOU....



The EOC's of Effective Communications

- Educate
- Encourage
- Engage
- evolve
- Official
- Opportunity
- Outstanding
- Out-of-the-box
- Coordination
- Collaboration
- Cooperation
- Clear & Concise

Alabama Gulf State Park

