

# Crisis Communicators in the Digital Age: “Bond...James Bond”

photo credit WIKI - Fandom



LAURI-ELLEN SMITH, MPIO, APR  
MS PUBLIC SERVICE COMMISSION/  
SOUTHERN DISTRICT

&

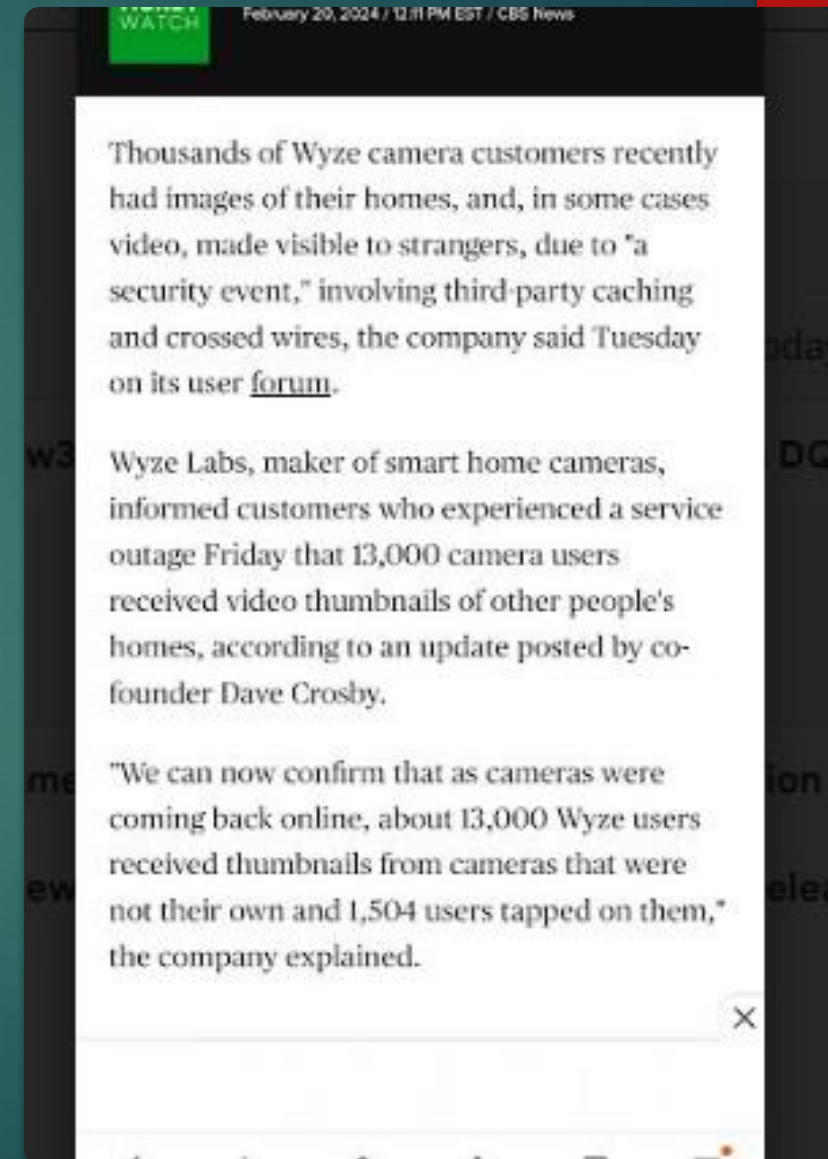
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# Building and Keeping Trust – Our Obsession

- People
- Trusted Advisors – Internally/Externally
  - “The optics on this are not good”
  - “This is not what our citizens want us to do/expect from us/will accept”
- What We Do In Practice and Theory
  - IT
  - Hiring Practices – Training (HR)
  - Code of Ethics for All Employees
  - Accountability – Ongoing Training
  - Resources We Deploy
    - AI – Chat GPT – Full disclosure
    - Social Media
    - Digital Media
    - Online Presence – Tone, Tenor, Truth



To: L E SMITH

## Phishing

Phish rate

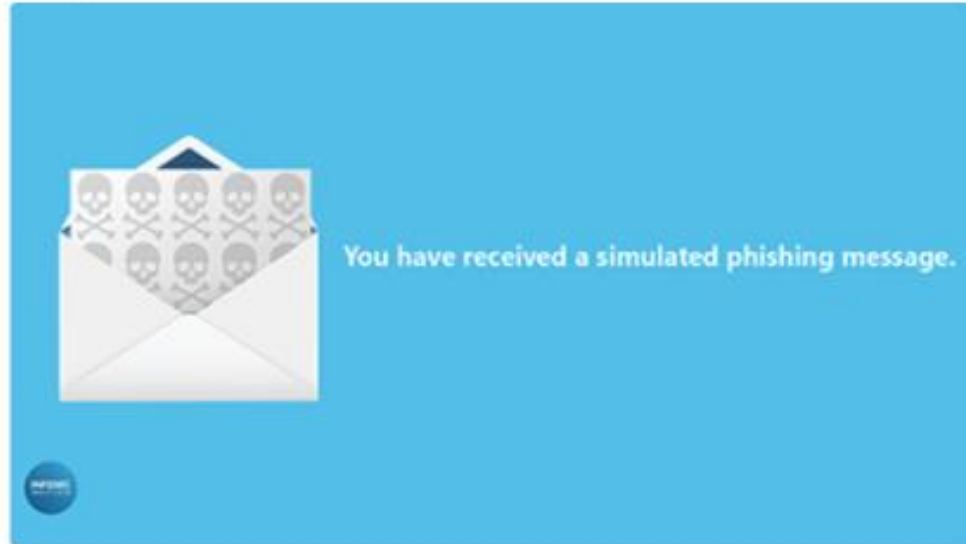


You've clicked 0% of the simulated phishing attacks sent to you in the last 12 months.

Organization rank (1/59)

Updated: June 14, 2023

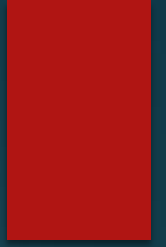
Report rate



THE SAME IT DEPARTMENT THAT KEEPS ME/OUR COMPANY SAFE FROM BOTS AND SCAMS ALSO HAS VERY RESTRICTIVE ACCESS TO YOU TUBE, SNAPCHAT, and AI TOOLS I NEED TO SUCCEED!

Social Media Channels; Website; Digital Footprint are my REAL ESTATE – all content must be interconnected; curated; managed every day!

KNOW YOUR AUDIENCE AND READ  
THE ROOM – WHO ARE THEY?





YouGov

UNITED STATES

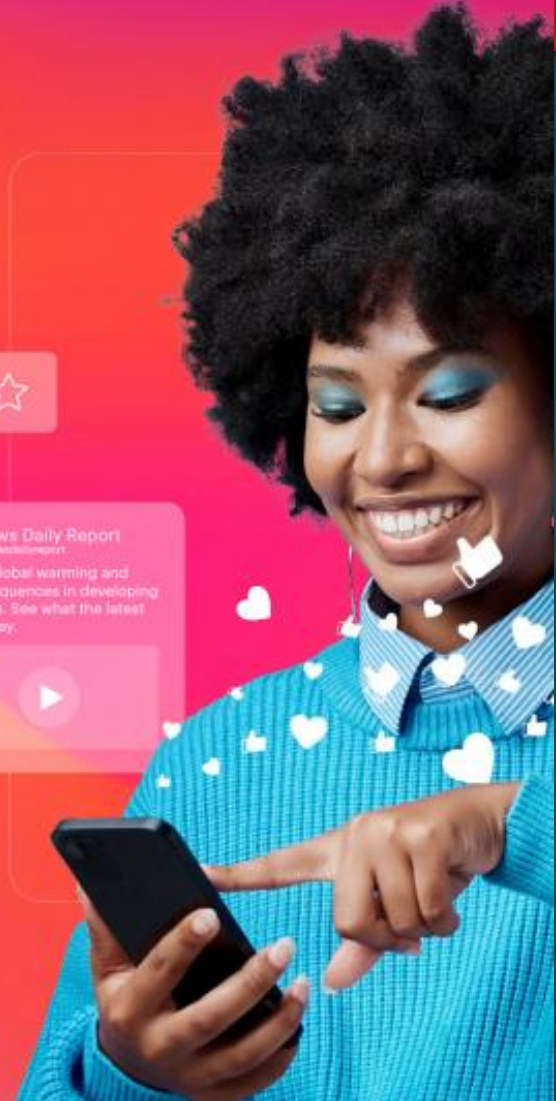
# The 2024 Media Morph

Understanding the evolving US media landscape

Living consumer intelligence | [business.yougov.com](https://business.yougov.com)



News Daily Report  
*Greenhouse Report*  
Today: Global warming and its consequences in developing countries. See what the latest reports say.






# Generational social shift


Even among 45+ Americans, social media is now close to eclipsing TV as the top media channel

Explore more data >

Get in touch >

YouGov Profiles+ USA 2023-12-31, N> 15,000

Rank	18-24	25-34	35-44	45-54	55+
1	 57%	 60%	 66%	 75%	 83%
2	 49%	 56%	 64%	 70%	 69%
3	 42%	 45%	 49%	 52%	 58%
4	 39%	 44%	 48%	 50%	 41%
5	 26%	 38%	 43%	 45%	 28%

 Visited social media sites
  Watched TV
  Listened to a music streaming services
  Listened to radio

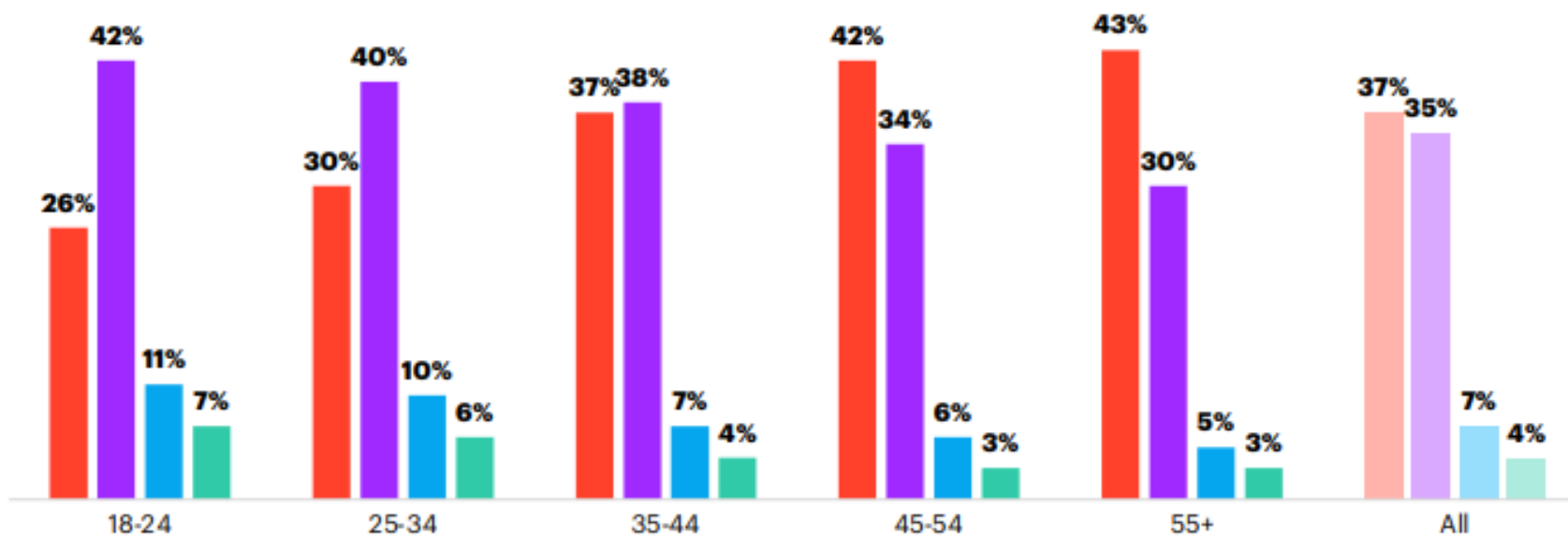
 Watched online streaming services
  Read an online newspaper

# Almost everyone, always connected

60% of 18- to 24-year-olds  
spend more than 6 hours a  
week on social media

## Time spent on social media

■ Less than 5 hours per week ■ 6-20 hours per week ■ 21-35 hours per week ■ More than 35 hours per week





# News sources by generation

Social is the top news source for those aged 18-34, while over 45s still tuned in to TV

Explore more data >

Get in touch >

YouGov Profiles+ USA 2023-12-31; N> 177,000

Rank	18-24	25-34	35-44	45-54	55+
1	 44%	 48%	 45%	 56%	 73%
2	 39%	 39%	 45%	 41%	 36%
3	 31%	 33%	 35%	 33%	 35%
4	 27%	 29%	 32%	 33%	 34%
5	 21%	 24%	 29%	 33%	 33%

 Social network websites  
  Television  
  A news app on a mobile or tablet device  
  Listened to radio  
 A news website not associated with a newspaper  
  A newspaper's website

# What do Ad-Accepting Americans look for in ads?

Ads featuring real people, relevant and moral messages can help form a deeper connection with ad-accepting Americans

YouGov Profiles+ USA 2023-12-31; N> 22,000

Ad-Accepting: Agree "Advertising helps me choose what I buy"

## Statements agreed

I like seeing real looking people in advertisements



I often notice the advertisements on the internet



If a brand I like expresses a view I agree with in advertisements, I'm more likely to buy from that brand



I love recommending things for people to try



I like when companies have a moral message



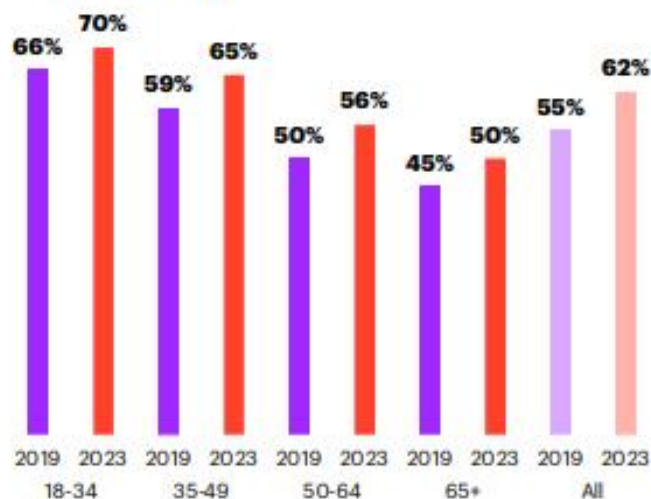
Sponsorship can help keep companies socially relevant



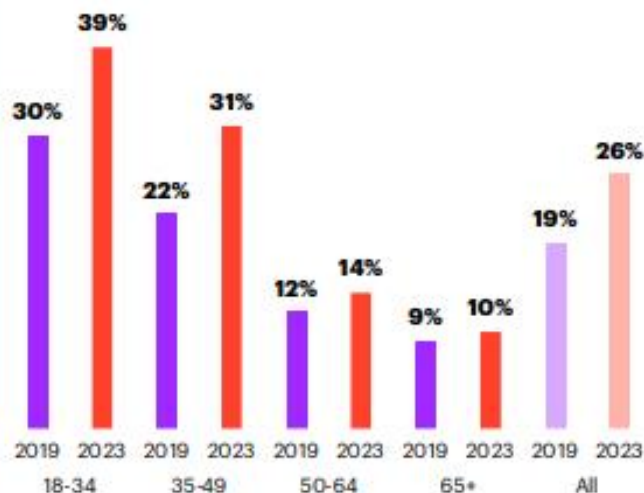
# Digital news consumption maturing

Older Americans are shifting news consumption to digital, and paid digital subscriptions are rising

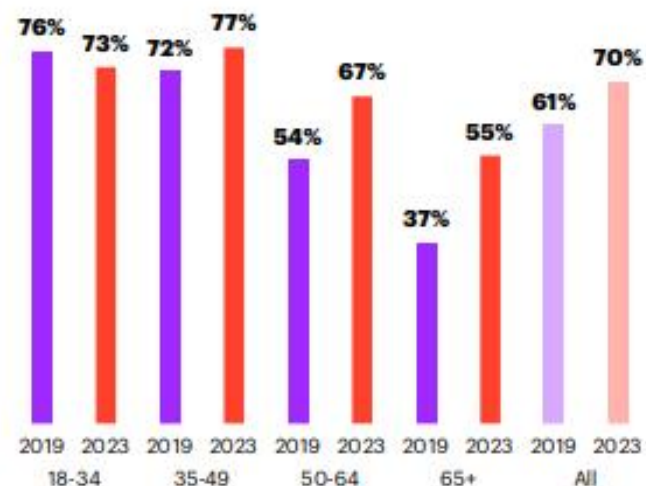
**Agree "I prefer to read news content online than in printed newspapers"**



**Agree "I would pay for access to magazine content online"**



**Agree "Streaming services have changed TV watching for me"**



Datasets used: YouGov Profiles+ USA 2023-12-31, YouGov Profiles+ USA 2019-12-29; N> 9,000

[Explore more data](#) >

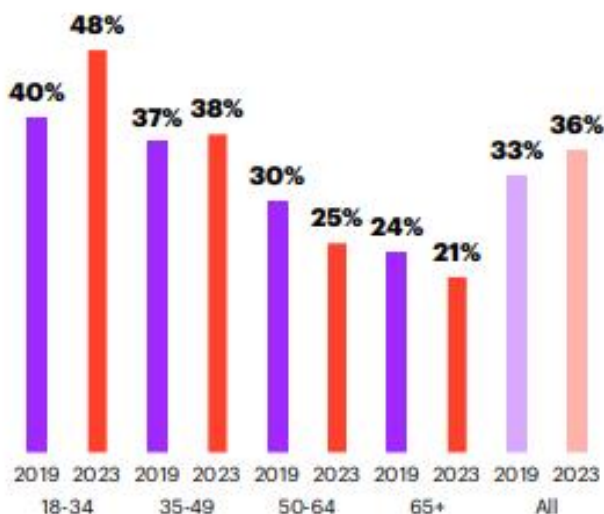
[Get in touch](#) >



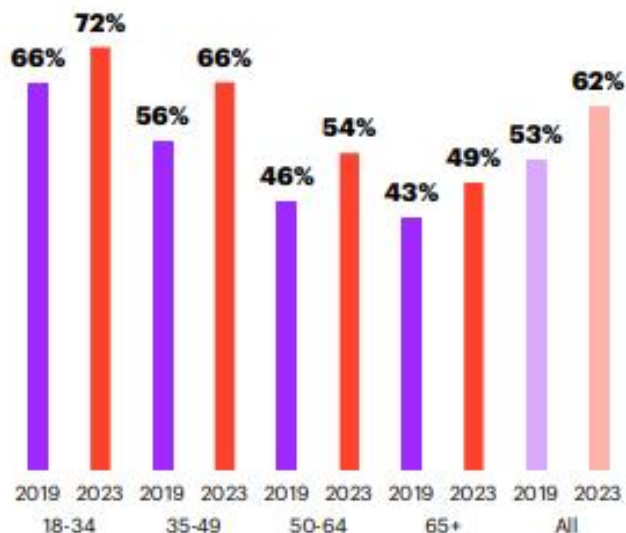
# Social isn't just networking

Across generations, Americans are turning to social for news and entertainment

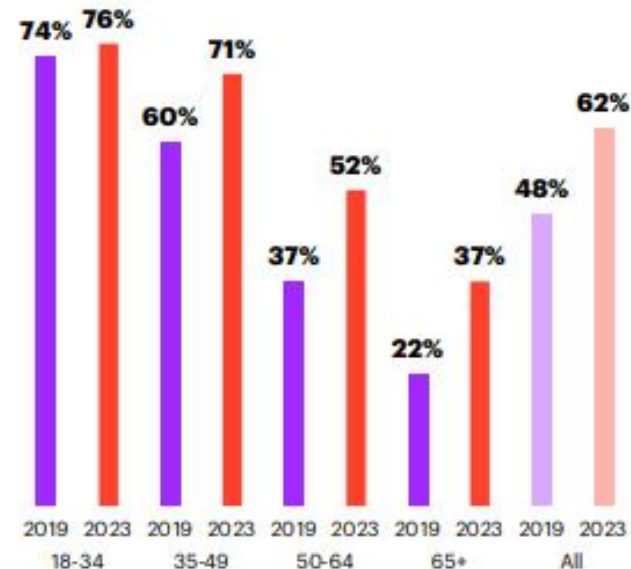
## Agree "I enjoy playing games on social media"



## Agree "I mainly use social media for the entertainment and news content"



## Agree "I primarily listen to music through streaming services"



# How do ad-accepting Americans spend their free time?

Ad-accepting Americans are looking to be entertained while ad-adverse consumers prefer cultural activities

## Free time activities

■ Ad-Accepting ■ Ad-Adverse



YouGov Profiles+ USA 2023-12-31; N> 22,000

Ad-Accepting: Agree "Advertising helps me choose what I buy"  
 Ad-Adverse: Disagree "Advertising helps me choose what I buy"



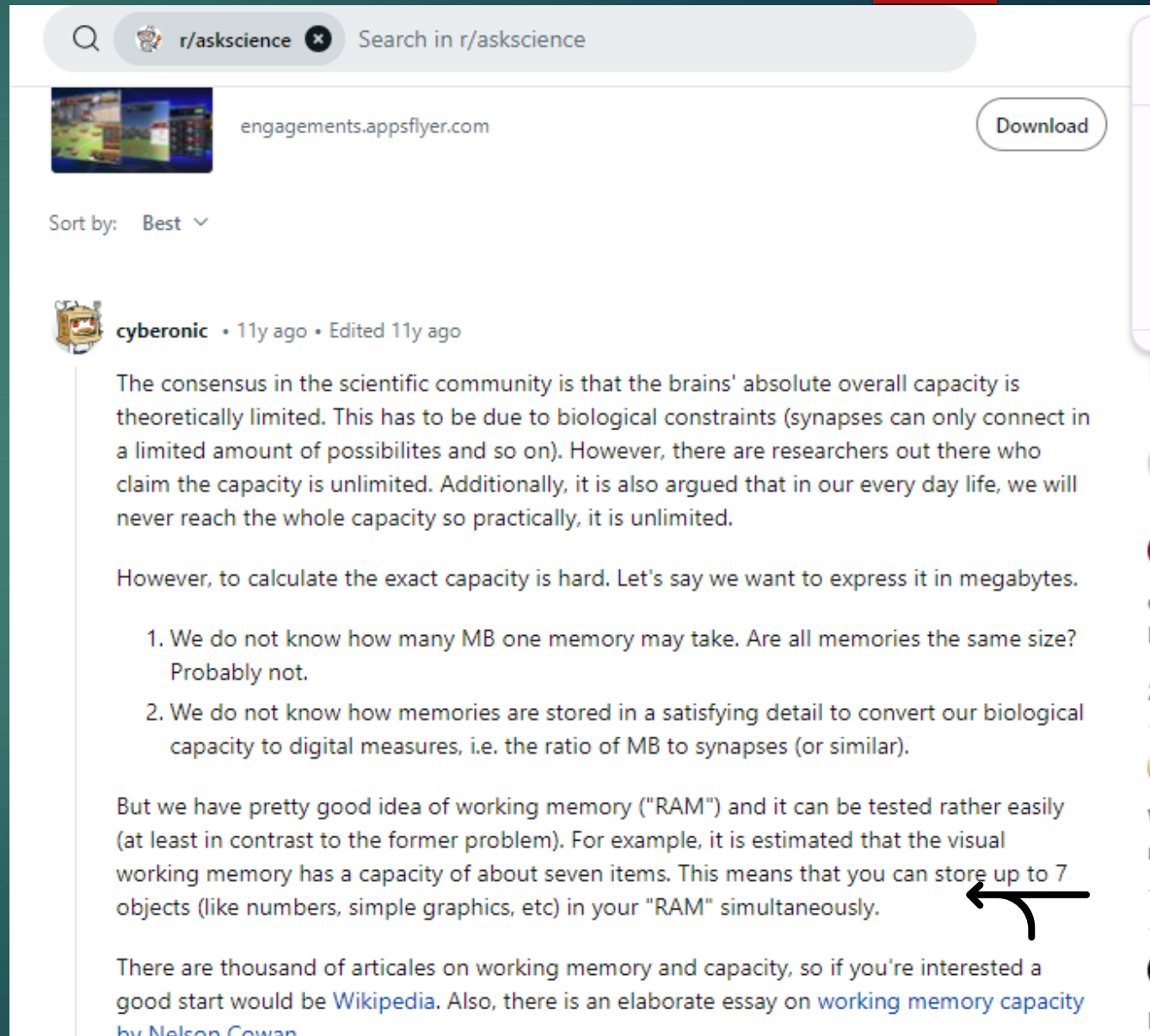


# What People Care About

OLD SAYING: “BEFORE YOU CAN MAKE PEOPLE CARE ABOUT SOMETHING,  
THEY NEED TO KNOW YOU CARE ABOUT THEM”

NEW VERSION: “BEFORE YOU CAN MAKE PEOPLE CARE ABOUT YOUR ISSUE,  
YOU HAVE TO KNOW WHAT ELSE THEY CARE ABOUT”

# Do Americans Have A FINITE Capacity to Care?



The screenshot shows a Reddit post in the r/askscience subreddit. At the top, there is a search bar with the text "Search in r/askscience" and a "Download" button. Below the search bar is a header for "engagements.appsflyer.com". The post is sorted by "Best". The user "cyberonic" posted it 11 years ago. The post text discusses the finite capacity of the human brain, mentioning biological constraints and practical limitations. It includes a numbered list of two points: 1. We do not know how many MB one memory may take. Are all memories the same size? Probably not. 2. We do not know how memories are stored in a satisfying detail to convert our biological capacity to digital measures, i.e. the ratio of MB to synapses (or similar). The post concludes by mentioning working memory ("RAM") and its capacity of about seven items, with a hand-drawn arrow pointing to the number "7".

Search in r/askscience

engagements.appsflyer.com Download

Sort by: Best

cyberonic • 11y ago • Edited 11y ago

The consensus in the scientific community is that the brains' absolute overall capacity is theoretically limited. This has to be due to biological constraints (synapses can only connect in a limited amount of possibilities and so on). However, there are researchers out there who claim the capacity is unlimited. Additionally, it is also argued that in our every day life, we will never reach the whole capacity so practically, it is unlimited.

However, to calculate the exact capacity is hard. Let's say we want to express it in megabytes.

1. We do not know how many MB one memory may take. Are all memories the same size? Probably not.
2. We do not know how memories are stored in a satisfying detail to convert our biological capacity to digital measures, i.e. the ratio of MB to synapses (or similar).

But we have pretty good idea of working memory ("RAM") and it can be tested rather easily (at least in contrast to the former problem). For example, it is estimated that the visual working memory has a capacity of about seven items. This means that you can store up to 7 objects (like numbers, simple graphics, etc) in your "RAM" simultaneously.

There are thousand of articles on working memory and capacity, so if you're interested a good start would be [Wikipedia](#). Also, there is an elaborate essay on [working memory capacity by Nelson Cowan](#)

# Do Americans Have A FINITE Capacity for Information? YES

With the digitalization of both work and private life, information is available in large quantities in digital form; we live in an “information society” ([Karvalics, 2007](#)). It is possible to conveniently and actively access diverse information, and we also passively receive large amounts of information and messages. Despite the different channels of information, information is mostly consumed through screen displays. [Bawden and Robinson \(2009\)](#) refer to this phenomenon as “homogenized diversity.” Currently, the amount of information that is created every two days is roughly equivalent to the amount of information that was created between the beginning of human civilization and the year 2003 ([Jackson and Farzaneh, 2012](#)). The amount of information available has thus become excessive, but it is difficult to assess its quality. As a result, information overload has become a widespread problem. Indeed, information overload was cited as one of the most frequent stressors by 22.5% of respondents in a representative German sample ([Meyer et al., 2021](#)). The COVID-19 pandemic can be seen as a catalyst for these developments, and it seems likely that the resulting increased use of mobile working patterns, virtual meetings, and collaborative digital software will be permanent ([Rigotti et al., 2021](#)).

Empirical evidence shows that information overload is positively related to strain, burnout ([Girard and Allison, 2008](#); [Day et al., 2012](#); [Antoni and Ellwart, 2017](#)), and various health complaints ([Junghanns and Kersten, 2020](#)), and negatively related to job satisfaction ([Hunter and Goebel,](#)



# Aviation Safety Culture works, and Media Bias distorts the record;

© Sandy Murdock 📅 March 11, 2024

📌 A4A, Aviation Safety, Aviation Safety, aviation safety statistics, FAA, NASAO, NBAA, NTSB, RAA, Safety Culture



made by *Roslyn Layton*, a Senior Fellow at George Mason University's Antonin Scalia Law School:

**"...AIR TRAVEL DEATHS have PLUMMETED BY TWO-THIRDS, even though total miles traveled have increased by 42 percent over the last 30 years...**

**"...The troubling, increasing rate of motor vehicle death receives relatively little focus, WHEREAS DISCRETE TRANSPORT MISHAPS—SUCH AS AIR DOOR BLOWOUTS MID-FLIGHT—GARNER MORE POLICY AND PRESS ATTENTION, even though no deaths occurred. This is not to dismiss fear or injury, but focus does matter in reducing fatality."**



Doctor Layton explores the differences in the states of SAFETY CULTURE on a pan transportation basis, measuring the efficacy of the various regulatory paradigms. Aviation gets the best marks from this scholar. Her insights about the media coverage catalyzed my research into PRESS ATTENTION.

The comparative numbers:

- In 2020, U.S. civil aviation fatalities decreased due to reduced flight activity. Notably, there were **no fatal accidents involving Part 121 air carriers** (commercial airlines). However, most aviation deaths occurred during **general aviation operations**, where **332 people lost their lives**. The **fatal accident rate in general aviation** was approximately **1.049 accidents per 100,000 flight hours**.
- Accidents in **On-Demand Part 135 operations** (such as charters, air taxis, and medical services) claimed **21 lives** in 2020, down from 32 in 2019.



There is an excellent analysis of journalists' undue attention to aviation accidents- [Do News Media Kill? How a Biased News Reality can Overshadow Real Societal Risks, The Case of Aviation and Road Traffic Accidents](#). The three scholars in [the SOCIAL FORCES](#) journal delve into this curious phenomenon in 24 pages (single spaced and 12 point type). Well worth your clicking on the link, but here is a useful summary:

- **News Media Bias:** Despite the actual decrease in the number of road and aviation accidents, **NEWS ARTICLES ABOUT THESE ACCIDENTS HAVE INCREASED OVER TIME**. This discrepancy suggests that **news media tend to focus on negative incidents, creating an overly negative and biased reality**.
- **Risk Perception Distortion:** The study focuses on travel accidents and **argues that excessive attention to low-probability, high-consequence aviation accidents can distort risk perceptions**. As a result, people may inaccurately perceive driving as safer than flying, even though air travel statistically remains the safest mode of transportation.
- **Consequences:** The media's **systematic overrepresentation of rare aviation accidents can overshadow the more substantial risk associated with long-distance driving**. This distorted media reality can lead to ill-informed fear perceptions and irrational risk-avoiding behavior.

The authors provide a summary below [excerpted] :

**Is irrational risk-avoiding behavior related to news media's heightened attention for the negative and exceptional?**

This study accordingly documents results **from time-series analyses (1996–2017) on US media attention for aviation and road accidents** related to real-world data on travel behavior and fatal accidents.

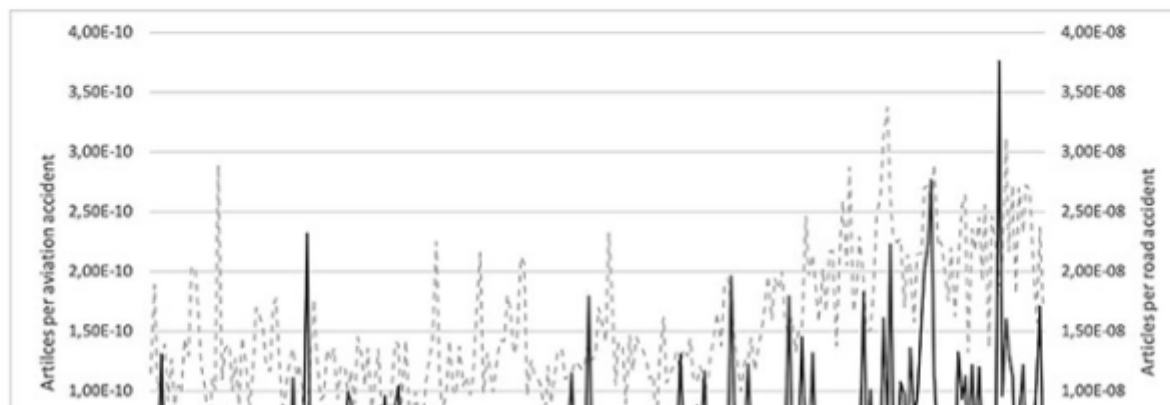
This study accordingly documents results **from time-series analyses (1996–2017)** on US media attention for **aviation and road accidents** related to real-world data on travel behavior and fatal accidents.

The over-time patterns expose **how news media follow their own mediatized logic and reality: Negative incidents—i.e., both aviation and road accidents—become more prominent in the news over time, rather than accurately reflecting real-world trends.**

We conclude that the **media’s systematic overrepresentation of rare aviation accidents can overshadow the more substantial risk of (long-distance) driving.**

This paper illustrates how a **distorted media reality can potentially result in severe consequences in light of audiences’ ill-informed fear perceptions and irrational risk-avoiding behavior.**

**Figure 1** Relative number of news articles per road and aviation accidents over time.






# No Longer in the Information Age

WE NOW LIVE IN THE  
DATA AGE

PROVE IT! SHOW ME THE DATA!



# Sourcing Legitimate News Is Full Time Work

WE (GOVERNMENT) HAS TO BE A **CREATOR** OF LEGITIMATE NEWS/INFORMATION; AN **ARBITOR** OF LEGITIMATE NEWS; A **SHARER** OF LEGITIMATE NEWS (AGGREGATION); AND A **CONSUMER** OF LEGITIMATE NEWS







all day

y's death

15K



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All

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Married For 35 Years



After 36 Years Together, Tom Selleck And His Partner Make An Astonishing Announcement

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Regina King talks about her grief after son's death

Good Morning America



1.2M views · 4 days ago

New



Donnie Wahlberg Gets Emotional About 'Blue Bloods'...

The Kelly Clarkson Show



462K views · 1 month ago



Jenifer Lewis recounts harrowing accident

Good Morning America



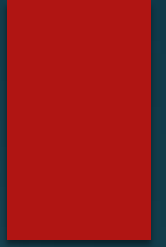
318K views · 6 days ago

New



The effects of Ozempic and

# Countering MIS DIS and MAL Information



SUPPORT INDEPENDENT, FACT-BASED JOURNALISM.

AP



WORLD

U.S.

ELECTION 2024

POLITICS

SPORTS

ENTERTAINMENT

BUSINESS

SCIENCE

FACT CHECK

ODDITIES

NEWSLETTERS

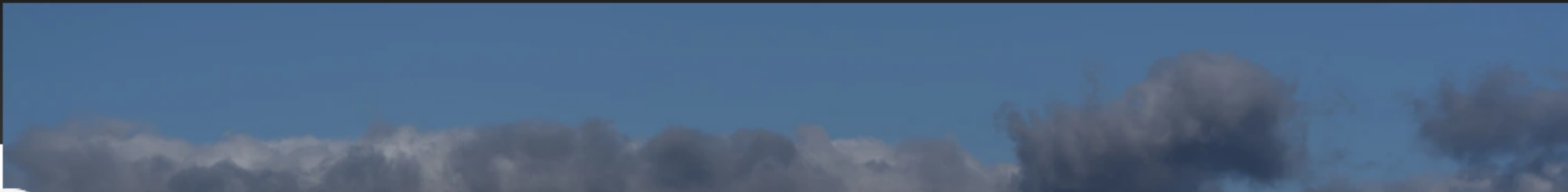
VIDEO

HEALTH

- [Putin wins](#)
- [Israel-Hamas war](#)
- [March Madness](#)
- [Texas' immigration plans](#)
- [Mice extermination](#)

WASHINGTON NEWS

# Supreme Court rules public officials can sometimes be sued for blocking critics on social media





To participate in the internet’s leading Star Trek forum, Reddit users must abide by a simple rule: “Be nice.”

So when a user called one of the franchise’s characters a “soy boy” — a pejorative term insulting a person’s masculinity — in 2022, the discussion board’s volunteer moderators kicked him out.

But the user shot back, filing a lawsuit against Reddit under a landmark Texas law prohibiting social media companies from removing posts or accounts based on a viewpoint — an unprecedented regulation subverting how the internet has operated for decades.

The Supreme Court on Monday will hear oral arguments to determine the constitutionality of that Texas law along with a related Florida law, which prohibits platforms from suspending the accounts of political candidates or media publications.


 Taylor Stretch Velvet Maxi Dress \$39.99	 Boden Easy Yoke Mini Jersey Dress \$27.99
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# BRIGHT LINE – Personal and Public

BY MARK SHERMAN

Updated 9:20 AM GMT-6, March 15, 2024

Share 

WASHINGTON (AP) — A unanimous [Supreme Court](#) ruled Friday that public officials can sometimes be sued for blocking their critics on social media, an issue that first arose for the high court in a case involving then-President Donald Trump.

Justice Amy Coney Barrett, writing for the court, said that officials who use personal accounts to make official statements may not be free to delete comments about those statements or block critics altogether.

On the other hand, Barrett wrote, “State officials have private lives and their own constitutional rights.”

The cases forced the court to deal with the competing free speech rights of public officials and their constituents, all in a rapidly evolving virtual world. They are among five social media cases on the court’s docket this term.

Appeals courts in San Francisco and Cincinnati had reached conflicting decisions about when personal accounts become official, and the high court did not embrace either ruling, returning the cases to the appeals courts to apply the standard the justices laid out Friday.

“When a government official posts about job-related topics on social media, it can be difficult to tell whether the speech is official or private,” Barrett said.

Officials must have the authority to speak on behalf of their governments and intend to use it for their posts to be regarded essentially as the government’s, Barrett wrote. In such cases, they have to allow criticism, or risk being sued, she wrote.

# What Can Government Do To Make Sure Channels Get It Right – Without Coercion

The court's decision in this and other social media cases could set standards for free speech in the digital age. Last week, the court laid out [standards for when public officials can block their social media followers](#). Less than a month ago, the court heard arguments over [Republican-passed laws in Florida and Texas](#) that prohibit large social media companies from taking down posts because of the views they express.

The cases over state laws and the one that was argued Monday are variations on the same theme, complaints that the platforms are censoring conservative viewpoints.

The states argue that White House communications staffers, the surgeon general, the FBI and the U.S. cybersecurity agency are among those who coerced changes in online content on social media platforms.

“The government has no authority to threaten platforms into censoring protected speech, but it must have the ability to participate in public discourse so that it can effectively govern and inform the public of its views,” Alex Abdo, litigation director of the Knight First Amendment Institute at Columbia University, said in a statement.

A panel of three judges on the New Orleans-based 5th U.S. Circuit Court of Appeals had ruled earlier that the Biden administration had probably brought unconstitutional pressure on the media platforms. The appellate panel said officials cannot attempt to “coerce or significantly encourage” changes in online content. The panel had previously narrowed a more sweeping order from a federal judge, who wanted to include even more government officials and prohibit mere encouragement of content changes.

A divided Supreme Court put the 5th Circuit ruling on hold in October, when it agreed to take up the case.



# Textbooks Must Be Updated Staffs Must Be Educated



The Economist

<https://www.economist.com>

## The Supreme Court puzzles over social-media regulations

The Economist rigorously checks its coverage to bring you unique and trustworthy insights. Full access includes our app, website, and digital events. Expert analysis. Fair-minded. Global perspective. Independent.

[Israel and Hamas](#) · [Off the Charts](#) · [Science & Technology](#) · [Russia and Ukraine](#) · [Economics](#)

# How Good Do We Have To Be?

## QUALITIES & CHARACTERISTICS

***truth***

***independence***



***accountability***

*respect*

- ***anticipating and interpreting public opinion***
- ***researching programs of action to educate the public***
- ***setting objectives and plans to convey a particular message***



# The Jeopardy Phenom

Ken Jennings – the new permanent host of Jeopardy referred to the “Jeopardy Phenomenon. We can all take a lesson from his observation:

It appeals to people on all parts of the political spectrum

It is trustworthy, because the judges are intellectuals, relying on science and history



- ▶ [https://www.google.com/search?q=ken+jennings+interview+on+cbs+this+morning&sca\\_esv=54aefae2e0df2a44&sxsrf=ACQVn08KfrYqvLJzCac20lb0rdAYQL3\\_hg%3A1710793159603&ei=x6H4ZfCzJKC2ptQP7vuxlA&oq=ken+jennings+interview+on+cbs&gs\\_lp=Egxnd3Mtd2l6LXNlcnAiHWtIbiBqZW5uaW5ncyBpbmRlcnZpZXcgb24gY2JzKgIIADIFECEYoAEyBRAhGKABMgUQRigATIFECEYoAFlyCBQowVY5g5wAXgBkAEAmAHJAaABiAqqAQUwLjYuMbgBAcgBAPgBAZgCCKAC0grCAgoQABhHGNYEGLADwglGEAAYFhgewglEAAygAQYigUYhgPCAgUQRifBclCBBAhGBWYAwCIBgGQBgeSBwUxLjUuMqAHsjQ&scient=gws-wiz-serp#fpstate=ive&vld=cid:e1621a94,vid:YZLLEOckwzw,st:0](https://www.google.com/search?q=ken+jennings+interview+on+cbs+this+morning&sca_esv=54aefae2e0df2a44&sxsrf=ACQVn08KfrYqvLJzCac20lb0rdAYQL3_hg%3A1710793159603&ei=x6H4ZfCzJKC2ptQP7vuxlA&oq=ken+jennings+interview+on+cbs&gs_lp=Egxnd3Mtd2l6LXNlcnAiHWtIbiBqZW5uaW5ncyBpbmRlcnZpZXcgb24gY2JzKgIIADIFECEYoAEyBRAhGKABMgUQRigATIFECEYoAFlyCBQowVY5g5wAXgBkAEAmAHJAaABiAqqAQUwLjYuMbgBAcgBAPgBAZgCCKAC0grCAgoQABhHGNYEGLADwglGEAAYFhgewglEAAygAQYigUYhgPCAgUQRifBclCBBAhGBWYAwCIBgGQBgeSBwUxLjUuMqAHsjQ&scient=gws-wiz-serp#fpstate=ive&vld=cid:e1621a94,vid:YZLLEOckwzw,st:0)

# TAKE AWAYS -

## HIRE THE BEST

- HIRE FOR CHARACTER TRAIN FOR TECHNICAL SKILL
- NOTHING REPLACES A WORK ETHIC
- NOTHING SUBSTITUTES FOR INTEGRITY: truth to power, owning mistakes, team spirit
- WHEN YOU MESS UP, DRESS UP, and FESS UP
- STAKE OUT YOUR DIGITAL and SOCIAL REAL ESTATE and PROTECT IT VIGILANTLY
- CLEVER AND TRUSTWORTHY ARE NOT MUTUALLY EXCLUSIVE – BUT TRUSTWORTHY IS BETTER

## FUND COMMS

- REWARD THE TEAM
- PAY FOR RESEARCH
- CREATE A BALANCE FOR THOSE WHO BEHAVE IN A 24/7 MINDSET
- POLLING, POLLING, POLLING
- KNOW THE AUDIENCE AND PIVOT WHEN NECESSARY
- THERE IS NOT A ONE SIZE FITS ALL SOLUTION TO COMMUNICATION CHALLENGES

## OMNIDISCIPLINED

- REWARD EVERYONE WHO ACHIEVES BEYOND DUTY
- NEVER SEPARATE OPS FROM COMMS AND VICE VERSA
- IT AND COMMS ARE NOW PARTNERS
- LEGAL AND COMMS HAVE ALWAYS BEEN PARTNERS
- COACH AND TRAIN LEADERSHIP BY IMBUING COMMS TRAINING IN ALL MANAGEMENT TRAINING PROGRAMS – BUILD AWARENESS & ACCOUNTABILITY