

**ROLE OF THE MEDIA:
VITAL TO PUBLIC WELL-BEING,
POORLY DELIVERED IT CAUSES
PUBLIC PAIN**

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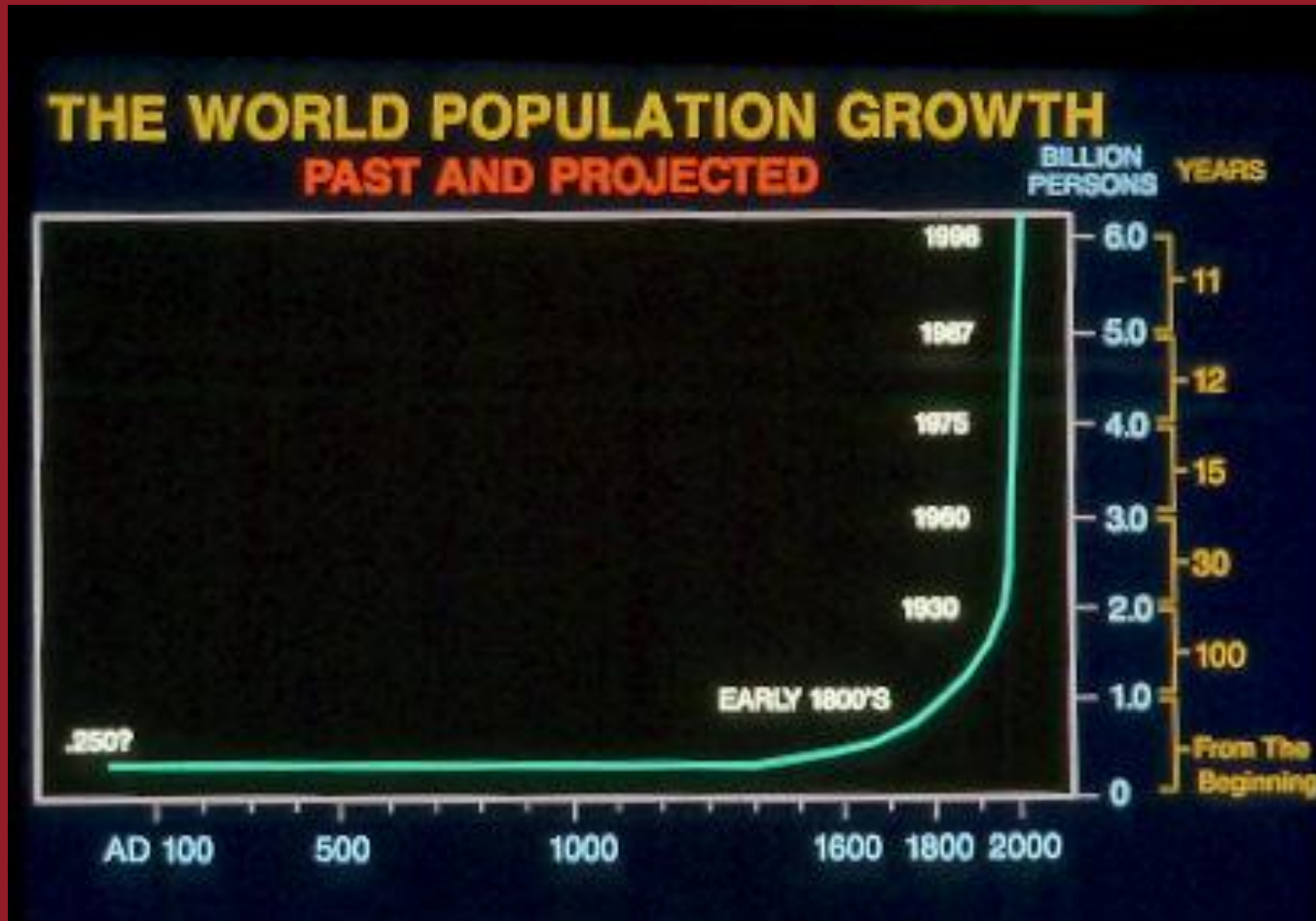
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The principal challenge



1 B – 1804

2 B – 1927

3 B – 1960

4 B – 1974

5 B – 1987

6 B – 1999

7 B – 2011

8 B – 2025?

10.3 B - 2065

TEN CONCEPTS IMPORTANT TO CRITICAL THINKING & UNDERSTANDING:

- Trade-offs
- Unintended consequences
- Unforeseen events
- Value of being able to connect the dots
- Hidden values
- Recognizing the importance of tipping points
- Our political process
- Enlightened & capable leadership
- What we should expect of ourselves
- Social justice

HOW MANY OF YOU REMEMBER THE ASHLAND OILSPILL?

- January 2, 1988
- 1 million gallons of oil spilled into a drain that led to the Monongahela River

HOW MANY OF YOU REMEMBER THE EXXON VALDEZ?

- March 24, 1989
- The ship ran aground in Prince William Sound and at least 11 million gallons of oil spilled into the sound

HOW MANY OF YOU REMEMBER THE DEEPWATER HORIZON BLOWOUT (aka “SPILL”)

- Began April 20, 2010, closed July 15, 2010
– 87 days
- 210 million gallons (5 million barrels)
- Ultimately 1.84 million gallons of Corexit dispersant used

BP BLOWOUT

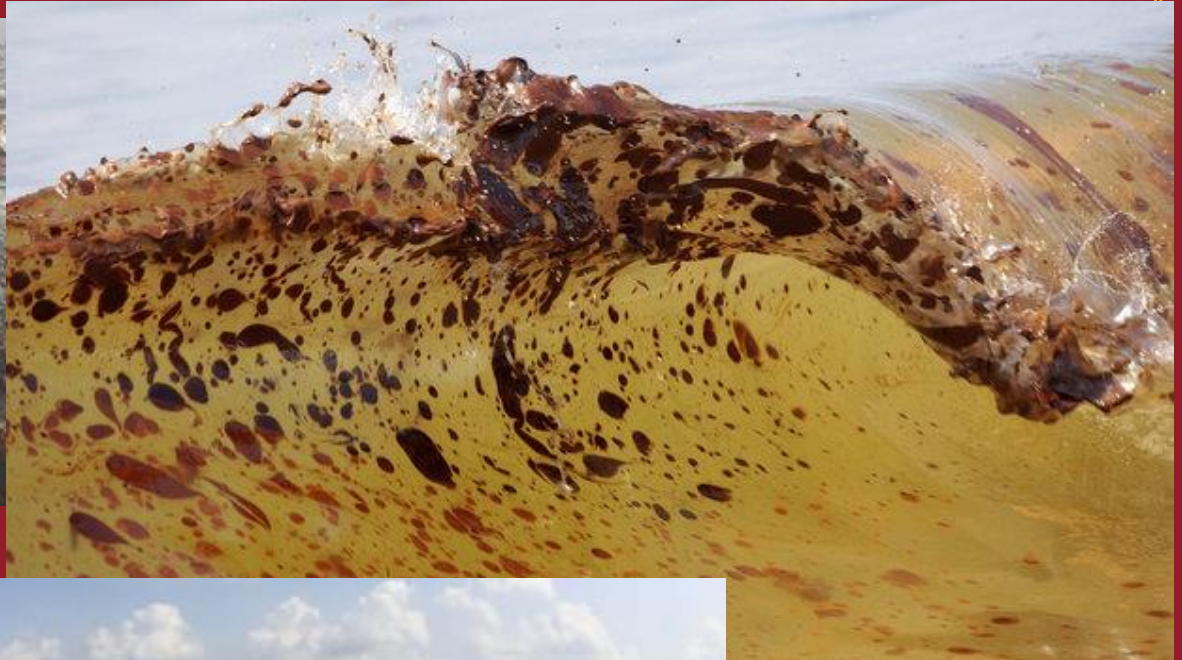




LET US REMEMBER

- 11 dead
- Severe threats to a thriving fisher culture
- Potential of devastation to a national resource – America's WETLAND
- Loss of confidence in the safety of the oil industry

HORRIBLE IMAGES



STARS ALIGN – *THE CAMPANELLA EFFECT*

- Richard Campanella – *Geographies of New Orleans*
- Dr. John Lopez – Lake Pontchartrain Basin Foundation – *Multiple Lines of Defense*
- Eric Smith – Tulane Energy Institute – BP blowout

LESSONS LEARNED FROM THE BP BLOWOUT

- Use great care in comparing disasters (Ixtoc, Exxon Valdez, Deepwater Horizon)
- Everyone wants to be cutting edge – should step back and dig deeper
- Having a catastrophic emergency management plan is of paramount importance
- Impact of social media/bloggers
- Responsible parties & feds will have a social network presence

MORE LESSONS

- Press conferences are an important source of info, but vexing under emergency conditions
- Corporate solutions may be inadequate
- Lack of experience among the cast of reporters
- Being on the site of the catastrophe . . .
- Reporters' expert pool changes from one event to another

EVEN MORE LESSONS

- Understanding the duties of the primary controlling stakeholders
- Media's ability to deal with residual risk
- Individual states have their own agendas and regulations
- Politicians rarely understand the ecological significance of the event
- Important to know history of other related challenges to the environment
- Turn on your active “hoaxdar” and “mythdar”
- No matter how bad things are, be aware of good news

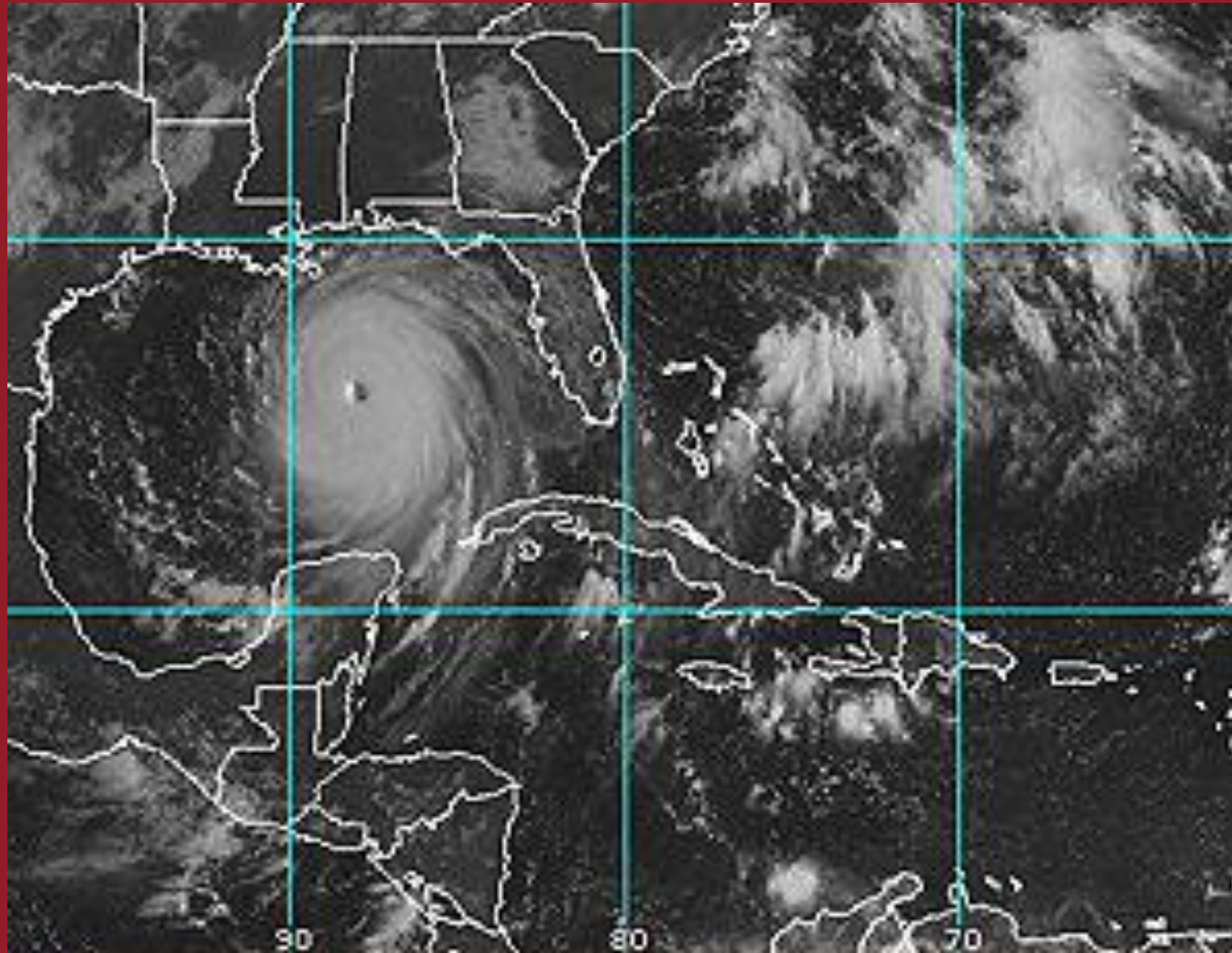
THE LATE STEPHEN SCHNEIDER' S THREE COMMANDMENTS ON SCIENCE COMMUNICATION

- Know thy audience – must connect
- Know thy self – don' t do what you do poorly
- Know thy stuff – if you don' t know, don' t talk

FOR 35 YEARS, THE MEDIA PAID
STRONG ATTENTION TO THE
POTENTIAL DEVASTATION CAUSED
BY A CRITICAL PATH HURRICANE
IN GREATER NEW ORLEANS



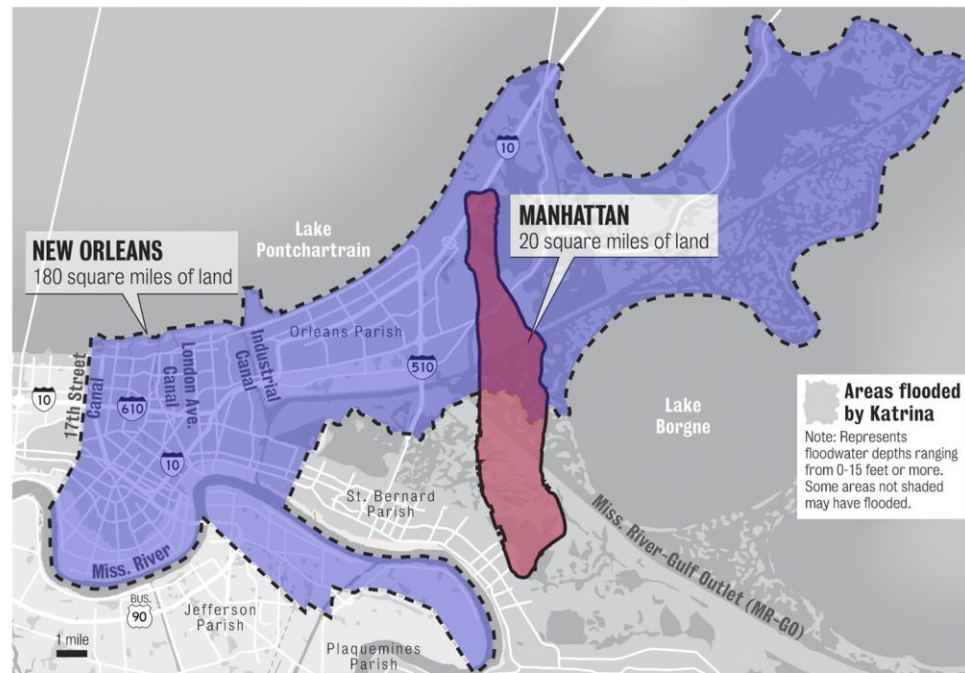
ALTHOUGH KATRINA MADE LANDFALL IN MISSISSIPPI, DEVASTATING EFFECTS WERE EXPERIENCED IN GREATER NOLA



THE DEVASTATION TO NOLA WAS HUGE

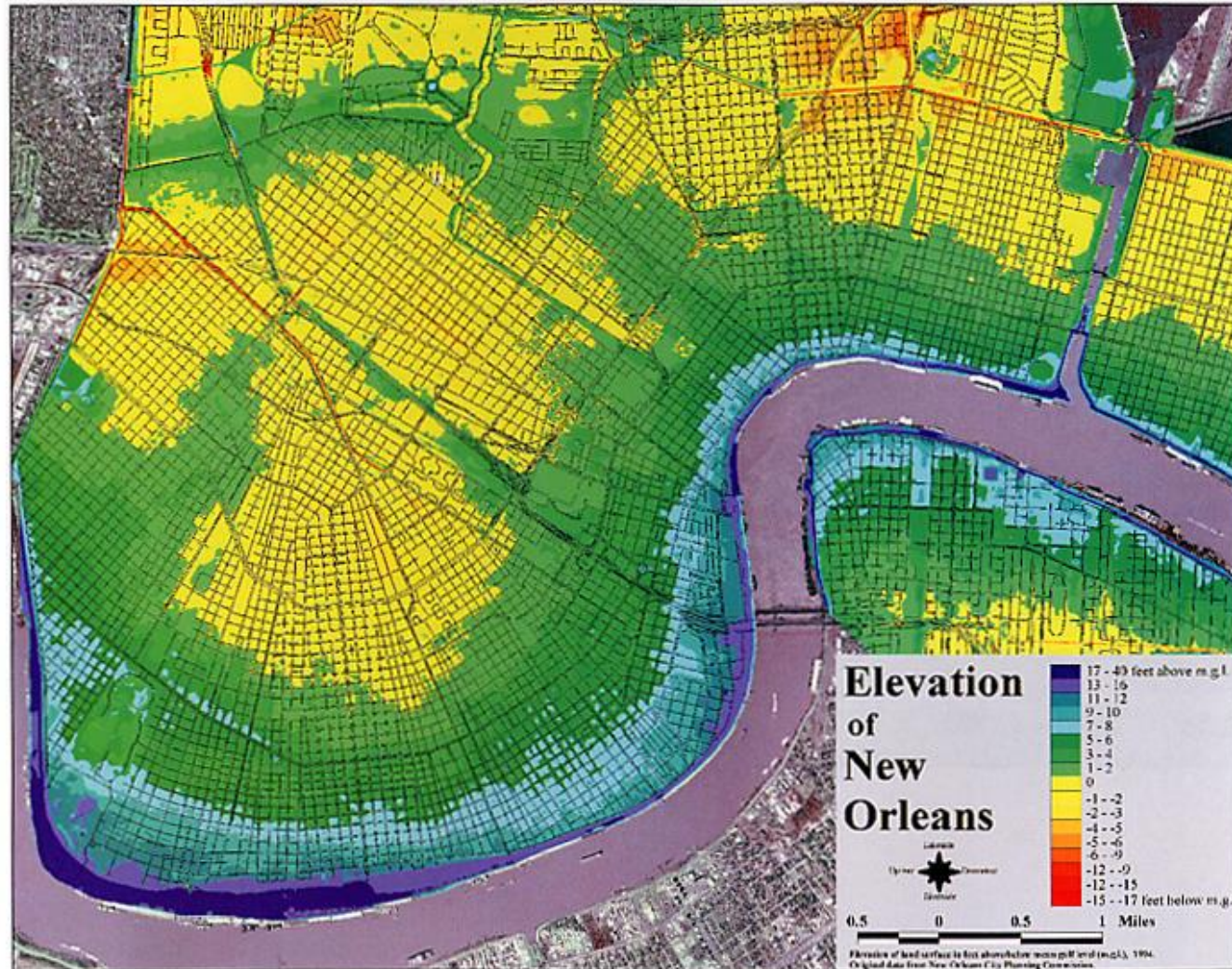
SEVEN MANHATTANS

About 80 percent of New Orleans was flooded by Hurricane Katrina's storm surge, a devastation zone covering about 144 square miles. To understand the scope of the damage, the area is more than seven times larger than Manhattan.

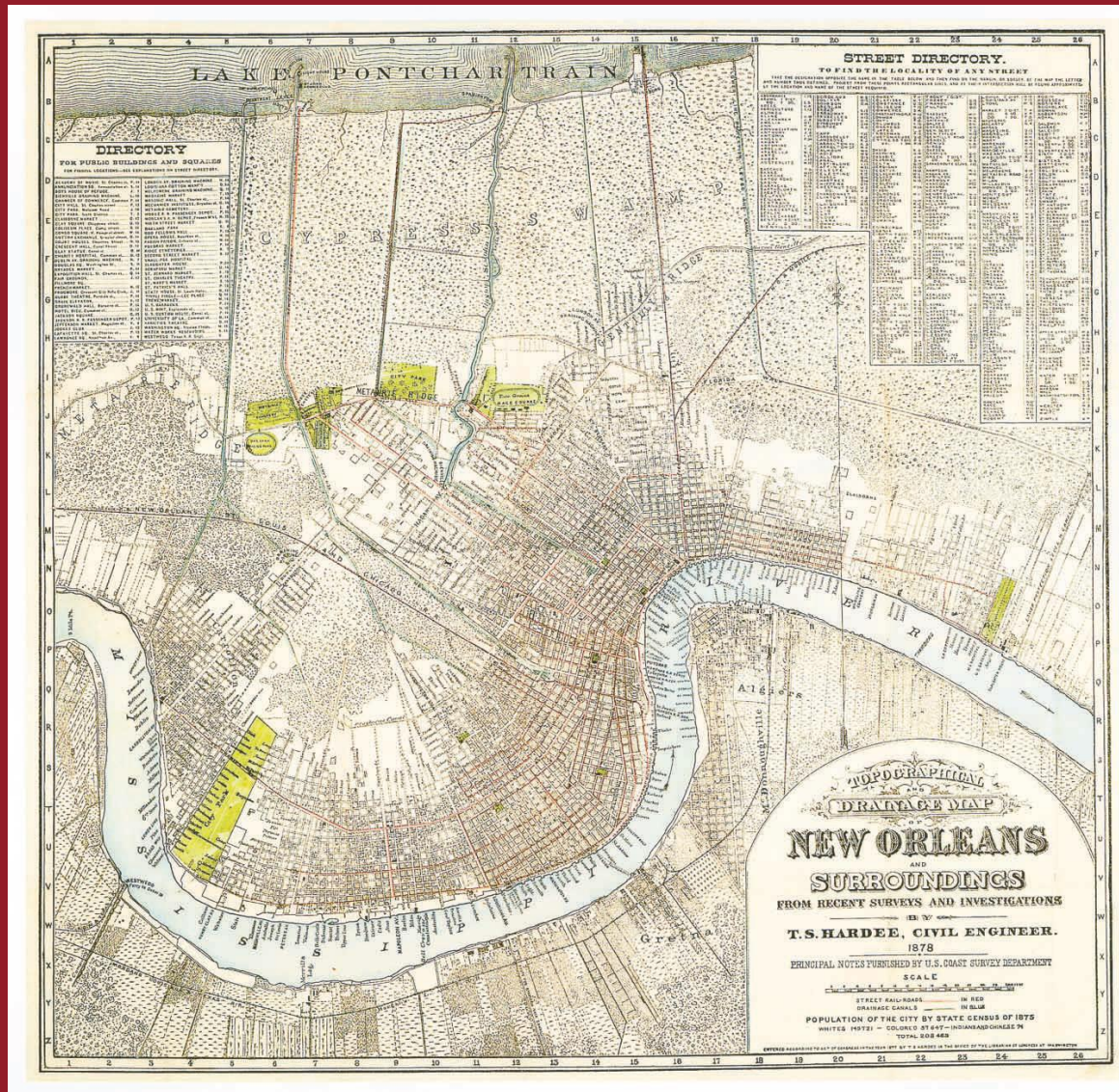


SOURCE: THE TIMES PICAYUNE

NEW ORLEANS FLOODING IN 2005



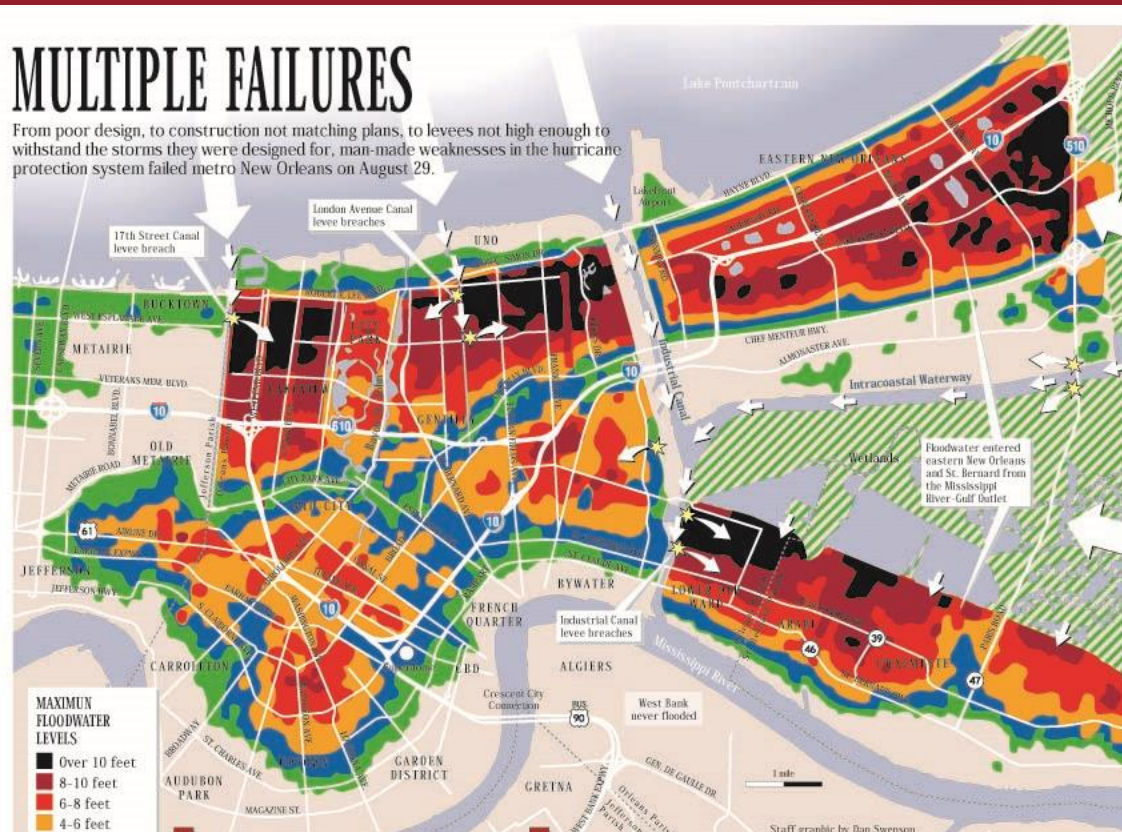
NEW ORLEANS IN 1878



THE FLOODING DISTRIBUTION

MULTIPLE FAILURES

From poor design, to construction not matching plans, to levees not high enough to withstand the storms they were designed for, man-made weaknesses in the hurricane protection system failed metro New Orleans on August 29.



MAXIMUM FLOODWATER LEVELS

- Over 10 feet
- 8-10 feet
- 6-8 feet
- 4-6 feet
- 2-4 feet
- 0-2 feet
- Not available

OTHER KEYS

- Levee breach
- Storm surge/water flow
- Levees topped with concrete floodwalls
- Earthen levees

Note: Maximum water levels at specific points may vary greatly as topography can change in specific, for example from one given source to any given house. Source: C&C Technology Survey Services, www.easpace.com/land.com/floodmap.php, USGS Hydrologic Center

1 EARLY MORNING, MONDAY

A towering storm surge ahead of Katrina channeled down the MR-GO, gaining speed and height as it made its way into St. Bernard Parish and the Lower 9th Ward. The earthen levees that line the MR-GO were overtopped by a surge far higher than was anticipated for a Category 3 storm, while the concrete walls along the Industrial Canal were breached.

2 MID-MORNING, MONDAY

At two points along the London Avenue Canal and one point along the 17th Street Canal, concrete walls atop earthen berms were simply pushed aside by the pressure of the water backing into the canals from Lake Pontchartrain. Evidence suggests that too shallow pilings were driven into soft, peaty soils, allowing water to undermine the levees from below.



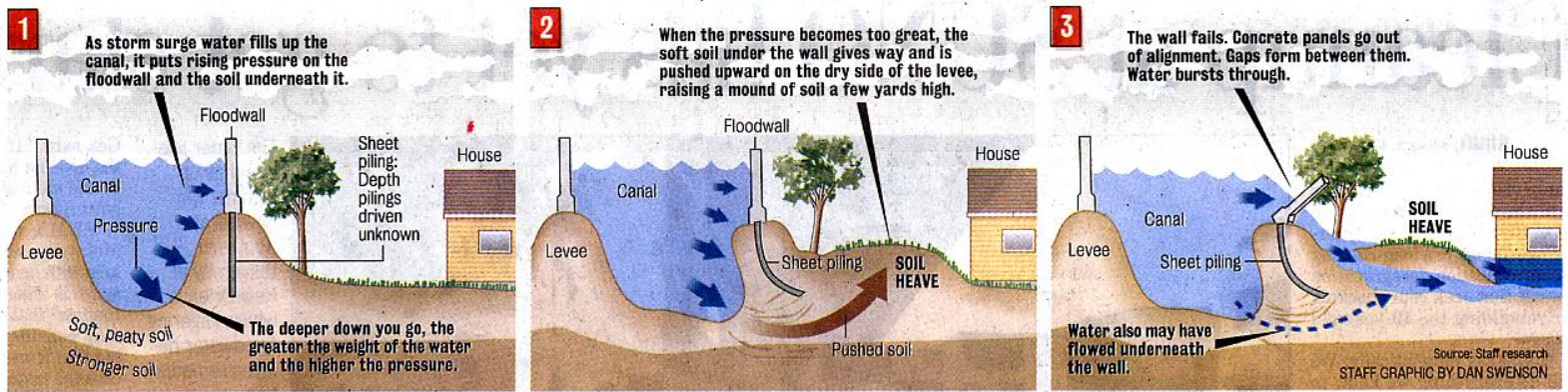




HURRICANE AFTERMATH

HEAVE: THE NEW BREACH THEORY

Investigators are looking into soil heaving as the reason for the 17th Street and London Avenue canal breaches. A look at the theory:



The current theory on how the levees failed.

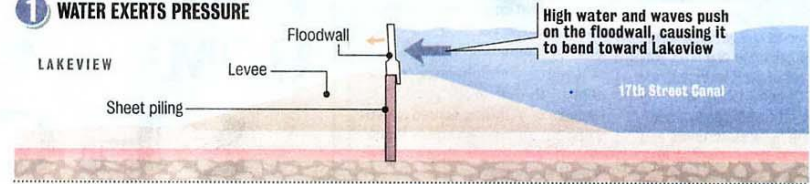
Report: Levee failure could not be foreseen

Task force says unique forces breached 17th Street Canal

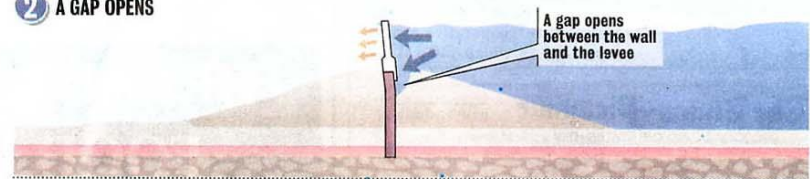
FOUR STEPS TO DISASTER

How the report for the Army Corps of Engineers says the 17th Street Canal floodwall came down

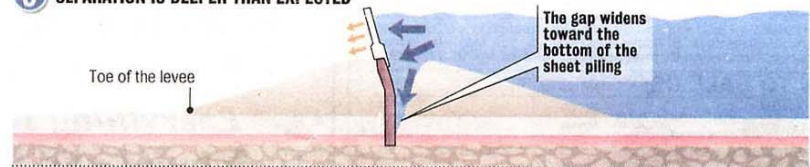
1 WATER EXERTS PRESSURE



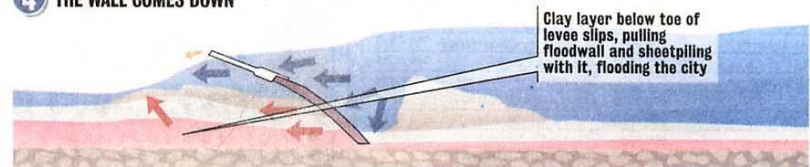
2 A GAP OPENS



3 SEPARATION IS DEEPER THAN EXPECTED



4 THE WALL COMES DOWN



Source: Army Corps of Engineers

STAFF GRAPHIC BY EMMETT MAYER III

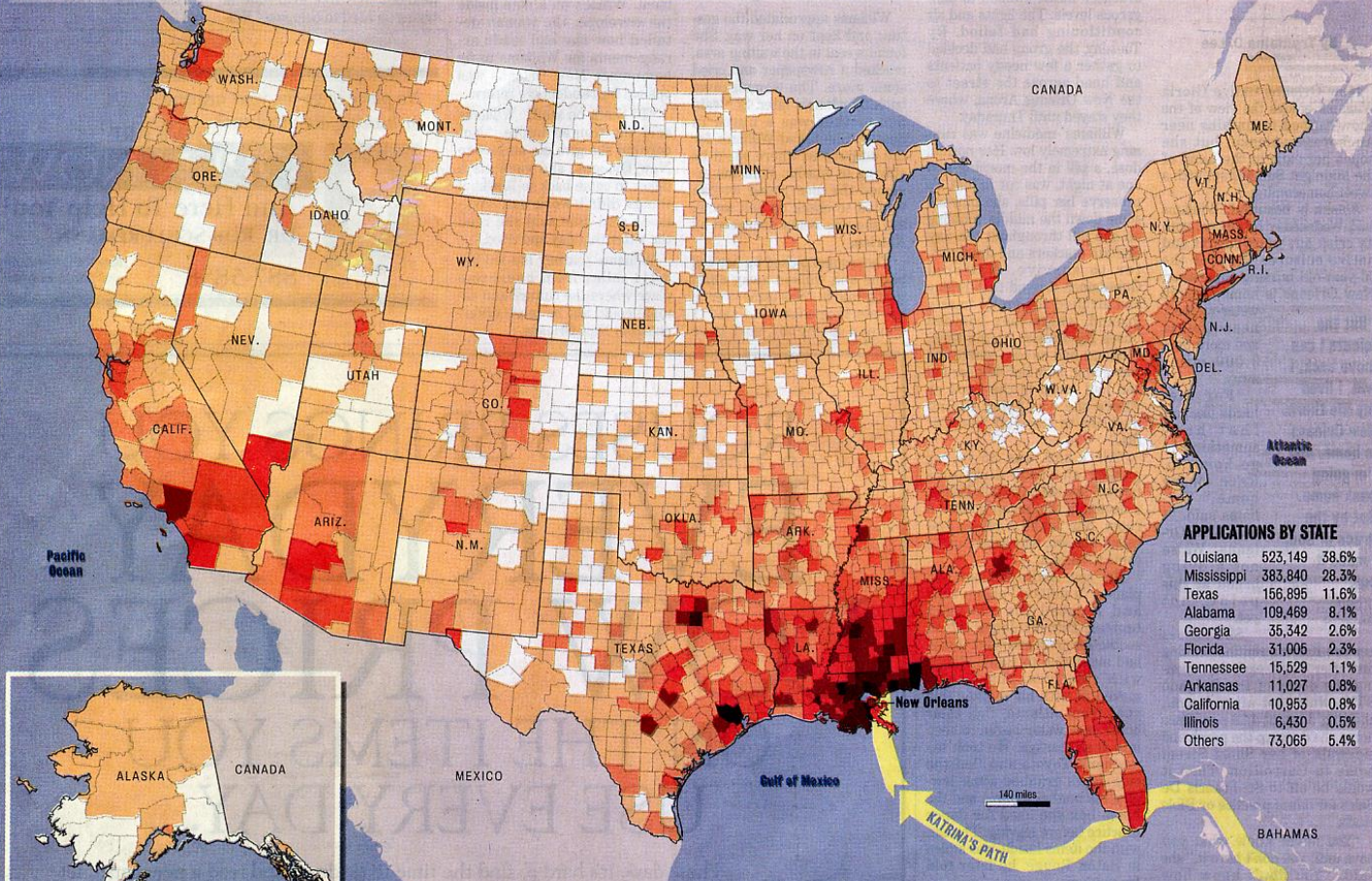
HURRICANE AFTERMATH



KATRINA'S EXODUS

The displaced victims of Hurricane Katrina have filed for disaster assistance with FEMA in nearly every county in every state. A look at the distribution of 1.36 million individual applicants who registered with FEMA:

LEGEND 0 1-40 41-250 251-1,200 1,201-4,200 4,201-15,500 15,501-46,000 More than 46,000



APPLICATIONS BY STATE

Louisiana	523,149	38.6%
Mississippi	383,840	28.3%
Texas	156,895	11.6%
Alabama	109,469	8.1%
Georgia	35,342	2.6%
Florida	31,005	2.3%
Tennessee	15,529	1.1%
Arkansas	11,027	0.8%
California	10,953	0.8%
Illinois	6,430	0.5%
Others	73,065	5.4%

APPLICATIONS BY DISTANCE FROM NEW ORLEANS

Miles	Applicants	Pct.
0-100	626,232	46.2%
100-200	338,080	24.9%
200-400	184,169	13.6%
400-800	143,437	10.6%
800-1,600	45,371	3.3%
1,600-3,200	13,403	1.0%
3,200+	232	0.0%



Sources: FEMA, Census Bureau, Queens College Sociology Department, New York Times
STAFF MAP BY DAN SWENSON



CRISIS MANAGEMENT WAS LED BY
THE MEDIA FOR THE FIRST TWO DAYS



THE MEDIA: THEIR FIRST DAY

- There was no coordination, reports were random, and crews were heading into town.
- Locals were reporting constantly.

THE MEDIA: THE FIRST WEEK

- The vast majority of those affected were poor and black
- Looting – all black
- Refuges (Superdome & Convention Center): horrific places
 - Rapes
 - Mutilations
 - Many wheelchair victims
 - Bodies in freezers

MEDIA HEROS

- New Orleans United Radio
- Times-Picayune – two Pulitzer Prizes
- New employee recreated the T-P front page on her first day at work
- WWL Television – never went off the air
- All other local TV stations – significant reporting under horrible conditions

WHAT WERE AMONG THE MOST SIGNIFICANT EARLY EVENTS?

- The arrival of General Honore & the 82nd Airborne
 - Restored order in the community
 - Restored communications
 - Later, “Stuck on stupid!”
- Arrival of the National Guard police units.

MAJOR MISTAKES BY MEDIA

- No time-stamps on video
- Resulting misleading use of views over time
- Showing scenes from one section while discussing another
- In the interest of showing misery, sometime used misleading footage

DID THE MEDIA AFFECT CITIZEN
BEHAVIOR AS THE STORM
APPROACHED?

HOW DID DECISION-MAKERS USE THE MEDIA IN KATRINA CRISIS MANAGEMENT?

HOW DID MEDIA REPORTING DURING
THE ACUTE PHASES OF THE CRISIS
AFFECT THE ACTIONS OF DECISION
MAKERS?

WHAT WERE THE AFFECTS OF
DISTORTIONS AND EXAGGERATIONS
ON THE CRISIS MANAGEMENT?

**DID A CRISIS COMMUNICATION
STRATEGY EMERGE AND, IF SO, HOW
DOES IT AFFECT CRISIS
MANAGEMENT?**

**DID MEDIA REPORTING ON
HURRICANE RISK TRANSLATE INTO
BETTER PREPARATION OR ACTION ON
THE VARIOUS LEVELS OF AUTHORITY?**

DID DECISION-MAKERS BECOME
EDUCATED ABOUT CRISIS
COMMUNICATION AND HOW TO BEST
USE THE MEDIA FOR THE PUBLIC
GOOD?

PROBLEM IN UNDERSTANDING: MISINFORMATION WAS COMMON

- People not understanding the context
 - This was a black, poor catastrophe
 - Lower 9th Ward seen as non-working, welfare neighborhood
 - Looting seen as all black, and for value
 - Police and first responders seen as not caring for the dead
 - People didn't leave because they had no transportation

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GET INVOLVED !!!

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DISCLAIMER - JUST WANTED TO
SAY:

REGARDLESS OF MY COMMENTS, I'M
REALLY NOT NAÏVE – BUT I'M AN
ETERNAL OPTIMIST!



WHY ARE SOME SCIENTISTS UNWILLING TO TALK TO THE MEDIA?

- They don't care to speak publicly about their work.
- They don't like to be deterred from their research.
- They think the media don't understand science.
- They fear being misquoted.
- They think the media do a poor job generally.
- They think the media are slanted.

WHAT EVERY SCIENTIST SHOULD HAVE

- Clear understanding of his/her research
- Understanding of its value
- Notepad in a drawer
- Elevator talk
- Cocktail party talk
- Technical presentation
- Public presentation

PROCESS OF SCIENCE

- Remember that the public has a poor understanding of science.
- They think “scientists” are all the same.
- Disparate views among scientists are seen as “even scientists don’t agree.”

YOUR SCIENCE IS IMPORTANT!

- You should consider taking the value of your science beyond your lab.
- Are you constantly thinking of its application?
- Do you keep a tablet in the lab to jot down ideas as you work?
- Of course you can explain it in a long lecture . . .
- Do you have an “elevator” rendition?
- Do you have a “cocktail party” rendition?
- Can you effectively make your point on a listserv?
- Have you taken it to the people?
- Can you apply it to public policy?

TOOLS TO COMMUNICATE

- Radio & TV
- Web
- Listservs
- YouTube
- Speaking or training others
- Vignettes
- Nature centers
- *Nature Notes*
- Conversations



LEADERSHIP RISES TO THE OCCASION

- State Senator Walter Boasso drives to the state capital to the command center because nothing was available in his area
- Parish President Aaron Broussard takes the lead in Jefferson Parish
- Mayor Ray Nagin explodes onto the scene
- Others follow

IN THE END, SOME FAILED

