

NTSB National Transportation Safety Board

Media Relations and Accident Related Communications

Managing Communications Following a Major Motorcoach Accident

ABA MARKETPLACE January 10, 2013

what we do

PUBLIC AFFAIRS MISSION

Keep the public informed of the Safety Board's work and its efforts to improve transportation safety.



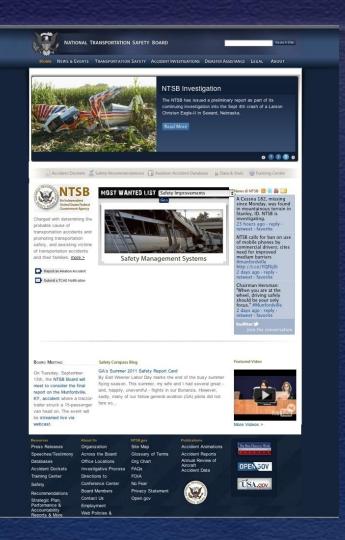
media is.....



social media

tuitter Vieweiter

You Tube







social media – youtube

ntsbgov

- All press briefings by Board Members (uploaded within hours)
 Other Material
- Announcements of forums/symposia
- Documentaries San Bruno pipeline accident
- Media events such as "Most Wanted List" advocacy



social media – twitter



- Go-Team launch
- Press briefings
- On-scene activities
- Recorders retrieval/arrival at lab
- Investigative process
- Photos (twitpics)
- YouTube videos



ON-SCENE INFO FLOW FROM NTSB

- Media briefings
- Photo opportunities
- One-on-one TV interviews (local and national)
- Social media: Twitter and YouTube





Member Rosekind at Washington Reagan National Airport September 17, 2011



MEDIA BRIEFINGS

On-Scene briefing: Plant the flag
Daily Briefings (when news is made)

Grade-Crossing Accident Midland, Texas November 16, 2012

http://www.youtube.com/watch?v=Accte0lwn6Y&list=PL5aVmmm4Qt9EHc8tOxGQ2JHsQYs7FpTtq&index=5



WHY WE TALK TO THE PRESS

- Official source of accident info
- Transparency fosters confidence
- If we don't, someone else will
- Parties and leaks



FACTUAL INFORMATION

- Information that doesn't change
- Often preliminary
- Without analysis
- We never speculate



FACTUAL INFORMATION NTSB MIGHT RELEASE

- Contents of interviews
- Information from vehicle recorders
- Measurements and specific times of accident events
- Other findings on-scene



FACTUAL INFORMATION is released:

- Only after the parties have been notified
- If Family Assistance Center has been established, family members are briefed before news media



QUESTIONS WE WON'T ANSWER

- Is it possible....
- Could that mean...
- Could you give us some possible reasons for...
- What's your personal opinion of...



NAMES

The NTSB does not release names of passengers, drivers or others involved in the accident.

HOWEVER...



NAMES

Names of those involved in the accident <u>may</u> <u>appear in documents</u> that will become publically available when accident docket is opened (usually more than 3 months following accident).



staying in your lane

 INTERACTION WITH NTSB
 Objective: Information Sharing
 Communicators should reach out to NTSB Public Affairs ASAP after occurrence of accident/incident to open channel of communication

 Once established, the channel will stay open throughout the course of investigation (12-18 months)



staying in your lane

RULE OF THUMB

If the question can be answered the day before the accident, it can probably be answered after the accident



staying in your lane - operators

- If fatal accident, condolences and arrangements for survivors and family members
- Accommodations made for affected customers
- How the operator is working with the NTSB (number of staff assigned, etc)



staying in your lane - operators

- Accident/incident effect on operations
- Actions the operator is taking to address any safety issues identified post-accident/incident (use caution here: be sure to clear all investigation related information with NTSB IIC)



staying in your lane - operators

- Annual revenues, statistics and company information
- General information about safety protocols and processes
- Passenger list (coordinate with NTSB Office of Transportation Disaster Assistance)



staying in your lane

PRESS RELEASES

If press release or statement contains accident investigation related information, it must be cleared by the NTSB investigator-in-charge (IIC).



staying in your lane

PRESS RELEASES

Press release or statements that <u>do not</u> contain accident <u>investigation</u>-related information, do not need to be cleared by NTSB, however, we do recommend that these by shared with the PAO on-scene prior to release.



the feds

ROLE OF FBI

- Responds with NTSB to some major accidents without regard to any suspicion of criminal activity
- If criminal activity is determined to play a role, investigation is turned over to FBI



contact information

NTSB Main Number: 202-314-6000

Public Affairs: 202-314-6100 Kelly Nantel – Director Keith Holloway – PAO Peter Knudson – PAO Eric Weiss – PAO Terry Williams – PAO

24-hour Communications Center 202-314-6290 (for emergencies)





