

COPIN General Membership Meeting  
April 13, 2016, 1:30-3:30pm  
Franklin County EM&HS

**Attendance: 25 Members Present**

Laurie Barbee – Pickaway Health Dept	Kelsey Blackburn – Central OH Trauma System
Amber Breedlove – Franklin Co Public Health	Anne Brown – City of Worthington
Lynn Bruno – Jackson Twp	Bernice Cage – Mid-OH Regional Planning Comm.
Alexis Comer – Madison Co Health Dept	Michelle Day – Franklin Co. Public Health
Karen Fahy – City of Grove City	Marty Homan – Franklin Co. Board of Commissioners
Niel Jurist – City of Gahanna	Dan Kochensparger – Upper Arlington Fire (Retired)
Kelly McGuire – Franklin County EM&HS	Jayne Moreau – Columbus Public Health
Pam Palm – Knox County Health Dept	John Palmer – Ohio Hospital Association
Corinne Riegler – Logan Co Health Dept	Jose Rodriguez – Columbus Public Health
Mallory Sribanditmongko – Gahanna Schools	Donna Stalter – Fairfield Medical Center
Jennifer Thrush – Union Co Health Dept	Kate Waldrop – Licking Co Health Dept
Traci Whittaker – Delaware General Health	Inge Witt – Village of Plain City
Joanna Worthington – Mt Carmel College of Nursing	

**Guests: 7 Guests Present**

Steve Martin – Columbus Fire	Amy Lowe – Franklin Co Engineer
Cathy Collins – Columbus Dept of Public Safety	Carlee Rees – Marion Public Health
Zach Watson – Union Co Health Dept	Andrea Jarvis-Galvin – Franklin Co Coroner

**Meeting Called to Order:** COPIN Chair Dan Kochensparger called the meeting to order at 1:36pm

**Approved January 2016 Minutes:** Bernice Cage moved, Joanna Worthington seconded.

**Introduced New Members/Roster Corrections:** No new members. Introduced 7 guests. Asked for any corrections to roster contact information.

**Shared Report from Membership Survey:** Board continues to try and incorporate recommendations.

**Rickenbacker FSE:** COPIN members have been requested to assist with the Columbus Regional Airport Authority's annual exercise on June 14 from 11am to 4:30pm at Rickenbacker. COPIN members are needed to serve as evaluators and to portray media. You will be directly assisting fellow public information colleagues as they test their response procedures. Interested members should contact Dan Kochensparger as soon as possible.

**COHAN Transition:** COHAN, the alerting system we use for COPIN call out requests, has transitioned from management by Columbus Public Health to management by the City of Columbus's IT department. Members will need to register on the new COHAN portal. Please look for an email coming soon asking you to change your username and password.

**Member Activities Roundtable:**

Lynn Bruno has organized a social hour for COPIN members to network with the instructors of the Advanced PIO course. The social hour is April 19 at 6pm at McAlister's Deli, Dublin. Please RSVP to Lynn Bruno at [lynnb@jacksontwp.org](mailto:lynnb@jacksontwp.org).

### **Professional Development: "Zika Virus: Public Health Communication Challenges"**

Presenter: Jose Rodriguez, Columbus Public Health

Mr. Rodriguez shared how Columbus Public Health and Franklin County Public Health are responding to and preparing for threats to local public health from the Zika virus. Mr. Rodriguez shared materials and messages, outlined the threat (what we know and don't know about the virus), and shared communication strategies being implemented. Mr. Rodriguez also shared that public health has worked closely with the Columbus Regional Airport Authority to ensure Zika information and warnings are posted throughout the airport. Key messages focus on mosquito bite prevention, eliminating standing water, using caution when traveling to affected areas, knowing the risk of transmission from sexual contact, and understanding the risk for pregnant women.

### **Professional Development: "Media Panel"**

Clark Donley, News Director – Columbus Radio Group (Sunny 95, Mix 107.9, QFM, Rewind 103.5)

[clark.donley@columbusradiogroup.com](mailto:clark.donley@columbusradiogroup.com)

614-354-5785 (text welcome)

Earl Rinehart – Columbus Dispatch

[erinehart@dispatch.com](mailto:erinehart@dispatch.com)

Marcus Thorpe – WCMH (NBC 4)

[mthorpe@wcmh.com](mailto:mthorpe@wcmh.com)

614-309-0302

Staffing Update: Columbus Radio Group - 1 person staff; Columbus Dispatch - more than 20 reporters with 6-7 on web team; NBC 4 - 2 reporters on mornings (3-11:30am), 4-7 on day shift (9am-6:30pm), and 2-3 on nights (2:30-11:30pm)

### Behind the Scenes, From the Perspective of the Media Panel:

- Less news on radio than ever before; only about 6 stories make it on air from the previous 24 hours.
- Radio has much narrower audience than other outlets. (Sunny 95 is females ages 25-64, want to know about health & safety).
- Reporters use social media for news gathering and news pushing, has changed how reporters do things.
- Radio needs shortest sound bite. Radio - 4 sec, TV – 12 sec. Newspaper long format.
- All media outlets are now using all mediums (print, video, photos, social media).
- TV doesn't use agency-provided video/pic; radio will use phone audio clip.
- Rules for what to cover and how to cover consistently change with each new editor.
- Columbus Dispatch can't use Facebook photos, but TV can.
- Radio likes visual elements too (photos, charts, graphs). Use it on web. Jpeg preferred.
- Marcus Thorpe likes to do stories about agencies doing trainings/exercises. Veteran reporters like this type of story.

Tips for PIOs from the Media Panel:

- Don't ask for reporter's questions in advance ("and we'll get you answers"), raises red flags.
- Find a reporter at each station that you really connect with/respect and build a relationship.
- Email is the best tool for building relationships with reporters. They check email in off-hours. It respects their time better than phone calls.
- Keep pitches short and give call back early.
- Facts sell the story, not long pitches. The contact person should be able to answer the questions.
- Practice your email subject lines. These are very important. Then put the facts at the top of email or press release (5 W's). Put why this is unique at the beginning in 1-2 lines (this is the biggest, first, best, etc)

**Next Meeting:** July 13, 1:30-3:30pm at Franklin County EM&HS, 5300 Strawberry Farms Blvd, Columbus

**Meeting Adjourned:** Amber Breedlove moved, Steve Martin seconded. Adjourned at 3:28pm