



**General Membership Meeting Minutes
October 13, 2010**

Attendance:

Heather Galli, Upper Arlington Police Division	Shawna Jordan, Union County Health Dept.
Shellie Bensman, Hands On Central Ohio	Scott Kibler, Crawford County General Health District
Mitzi Kline, Franklin County Public Health	Dan Kochensparger, Upper Arlington Fire Division
Lynn Cook, American Red Cross of Greater Columbus	Todd Kirkpatrick, Licking County Health Department
Angie Tabor, Columbus Regional Airport Authority	Scott McAfee, Village of New Albany
Michael Shranghter, Gahanna Jefferson Schools	Pam Palm, Knox County Health Dept.
Jesse Carter, Delaware General Health District	Jeff Robinson, City of Powell
Jennifer Jarrell, Delaware County Sheriff's Office	Mark Anthony, FCEMA&HS
Mindy Davis, Columbus Regional Airport Authority	Laura Young Mohr, Columbus Dept of Public Utilities
Kelly Hand, Morrow County Health Dept.	Angie Tabor, Columbus Regional Airport Authority
William W. Ehrgood, Columbus Fire Department	Jennifer Thrush, Union County Health Dept
Brian Hoyt, City of Gahanna	Anne Brown, City of Worthington
Aimee Shadwick, ADAMH	Elizabeth Kress, Franklin County Public Health
Emma Speight, City of Upper Arlington	Bernice Cage, MORPC
Dennis Oliver, Fairfield Department of Health	

Call to Order: Made by Brian Hoyt at 2:07 p.m.

Previous General Meeting Minutes: Motion by Scott Kibler with second by William Ehrgood to accept the minutes of the previous meeting as written. Motion carried by acclamation.

Treasurer's Report: Brian Hoyt reported on behalf of Emma Speight that finances remain consistent: \$0.0

Nominations and Process for Filling Four Board Seats: Hoyt explained that four seats on the board will be open, each with a three-year term, and elections will take place during January meeting. Nominations are due by 4:00 p.m. on Nov. 30th to [Hoyt](#), [Kochensparger](#) or [Speight](#). Members may nominate themselves. Email should include reason for running and a copy of resume. All board members must be full time PIOs and willing to serve on a board committee.

JIC Logistics & Planning Committee: Chairperson Dan Kochensparger reported the following:

- Met with committee to review expectations of group
- Annual review of JIC plan is underway
- Site surveys will be conducted for Morrow County and Franklin County EMA & Homeland Security in 2012

- Will meet again before the next COPIN membership meeting

Membership Committee: Chairperson Emma Speight reported:

- Current membership roster includes 60-65 people
- Encouraged members to talk with others about joining. New member packets are available anytime by contacting [Speight](#). Information is also available at COPINWORKS.org.

Professional Development Committee: Chairperson Angie Tabor thanked the committee for their work in preparation for the media panel.

Message Development Committee: Jennifer Thrush reported on behalf of Chairperson Mike McNutt: The committee will begin working on messaging for local technical reviews.

Exercises: Kochensparger reported that COPIN has had members involved with 7 exercises in 2011; 1 in 2010, 2 in 2009 and 1 in 2007. Hoyt commented on the Gahanna full-scale exercise taking place on Oct. 20 and invited members to participate.

Member Announcements: Delaware County and Gahanna-Jefferson Schools are now on Facebook. Jesse Carter briefed the membership about the Delaware County EMA Zombie Mass Casualty Exercise taking place on Oct. 31. Emma Speight requested recommendations on behalf of Upper Arlington for emergency communication vendors. Kline offered to provide her, and others, with a Battelle report.

Media Panel: Tabor facilitated a media panel with special guests Allison Manning, Columbus Dispatch - Delaware County bureau; Stew Hirsch, WBNS-TV - 26-years in Central OH; Kantele Franko, Associated Press – Columbus office; Ken Stevens, 610WTVN – 15-years there and gatekeeper for information in the mornings. Highlights:

- WTVN: KenStevens@clearchannel.com; Ken is morning person; Morning and afternoon teams prep stories for each other; email or call Ken. Maybe 3% of press releases they receive get picked up.
- AP: Call 24-hours – will always speak with a person. Interested in state and national stories – always looking for broader story. Feed stories to 88 newspapers and more than 100 other media outlets.
- WBNS: wbnstest@10tv.com; More ways for viewers to submit news tips; receive 150 tips via Facebook, 50 from Twitter and 100 in regular email. Each reporter and producer is required to submit three story ideas every day. Maybe 30-50 events/stories are covered per day. The news desk is staffed from 4 a.m. to midnight.
- Dispatch: Interested in national stories that can be localized; personal phone calls are recommended.
- How far ahead do you like to receive releases?
 - WTVN: don't wait until the day of an event to send; will file it away for future use
 - WBNS: emails are great – don't send them in pdf format. He copies and pastes into a planner file and suggests calling to follow-up as event gets closer
 - Dispatch: a week in advance is good.

- AP: a week ahead is good. They do a lot of previewing of stories because can't respond to all events. Advance notice is helpful.
- Don'ts:
 - Call five minutes before a newscast
 - Have all quotes from the spokesperson; want to hear from subject matter experts and PIO's bosses.
 - Pitch by saying great visuals when pitching radio! Good audio needs to be highlighted as well.
- Do's:
 - Update stories as often as possible. Don't wait until scheduled press conferences in the a.m. and p.m. Update throughout the day – especially important during crisis communication situations
 - Improve access by having someone else they can call.
- WBNS must have at least three stories in each broadcast from central Ohio communities
- WTVN: If story idea isn't time sensitive, try pitching it on the weekends. Or, if something is happening on Monday, they can talk about it over the weekend.
- Websites: updated as news warrants; AP doesn't have a local site.

Next General Membership Meeting: The next meeting is scheduled for January 11, 2012 from 2 p.m. to 4 p.m. at Franklin County EMA and Homeland Security at 5300 Strawberry Farms.

Adjournment: Motion by Mitzi Kline with second by Scott McAfee to adjourn the general membership meeting at 3:50.