

**Testimony
FCC Field Hearing
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- For the record, I am Eric Holdeman, a Principal with ICF International, and formerly the Director, King County Office of Emergency Management.
- Thank you for this opportunity to appear before you and share a perspective on the critical nature of the relationship between the public sector and local broadcasters. And, let me assure you it is all about establishing working relationships.
- First and foremost is that fact that however you define it—local government and the media industry must be in partnership with one another. This is a partnership that acknowledges the responsibilities and independence of each party, but seeks to have a coordinated effort when it comes to serving their mutual communities and missions.

I'm going to address several such opportunities for collaboration that have been exploited here in this region:

- Pre-disaster in King County we sought a partnership with local media companies to do a public education campaign on the topic of Disaster preparedness for individuals and families—It is called: 3 Days, 3 Ways, Are You Ready?
 - Together we were able to leverage \$1.5M in government funding into a combined campaign that involved radio, television, bill boards, and bus signage that provided at a minimum \$2.5 value for every dollar we invested by having a matching contribution in airtime and internet presence from local media companies. In one case our partnership with the Seattle Mariners, the American Red Cross, Phillips Medical and KOMO 1000 Radio provided a four to one value on the investment.
 - When we designed the \$30M King County Regional Emergency Coordination Center we invited local media company engineers to participate in designing the media technology interface so that media companies could easily and rapidly obtain situational updates from the facility and rapidly disseminate critical information to the general public.
 - With the advent of Weapons of Mass Destruction one local media company King 5 News, a BELO station had me join their news team to review their policies and procedures to ensure the safety of their personnel as they attempt to get the story and protect the public.
- Disaster Response is when media and government must be working in tandem if we are to be successful.

- Here in this region there is the Regional Disaster Response Plan for Public and Private Organizations. It was recognized by the 9/11 Commission as a best practice in public – private planning for disasters.
 - Clear Channel was the first major media company in the region to sign on to the plan and today we have all the major broadcast media companies with news organizations participating in this plan.
 - What this plan allows for is a closer working interface between government and the private industry, and should they choose to do so, between the local media companies themselves—which is a behavior that we saw work effectively during Katrina.
 - We have achieved a closer working interface by combining our efforts and doing effective pre-planning
 - Previously I hosted a government cable television program that is still continuing to air and is broadcast to 33 government cable Television stations. Two programs we did on that channel included how the media responds to disasters, doing one show with a radio news station KOMO 1000 a Fisher property and another show with the local King 5, BELO news team. Both of these are still available via streaming on the internet.
- It is also important for news organizations to become prepared for disasters that may impact their operations and ability to provide time sensitive critical information to the public.
 - KIRO 710 Radio, a Bonneville Station, invited me to meet with their news director and other staff to review their internal procedures, looking for ways to improve their station's preparedness
 - And, even today—in my new position, BELO has approached me to assist them in improving their disaster preparedness planning and business continuity functions for their Seattle stations.

There are more things that can be done in the future. I am hopeful that here in this region we will include local news media in planning for and participating in disaster exercises. Because to be really ready for the catastrophic disasters facing our region and the nation as a whole, we must be planning and training together—and not just show up at the scene of a disaster playing a pick-up game where we don't know one another and our mutual needs.

Lastly, I would like to leave you with the thought that we live in the information age. Media dominates our culture and as such it deserves to be treated as a separate and distinct critical infrastructure. Because, post disaster, once you give people water to drink the next most important element they are thirsty for is information and we can and must do a better job at preparing together so that the streams of information continue to flow.

Thank you for your attention and for making the trip here to Seattle to assess what is being done to forge a closer public – private media interface here in the Northwest.

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