



# **Ethical Communications (and the Forces Working Against You!)**

ACMA Summer Conference 2023



# Today's Presenters



**Marnie Schubert**  
Community Services Director  
Queen Creek, AZ



**Pier Simeri**  
Communications Director  
Avondale, AZ

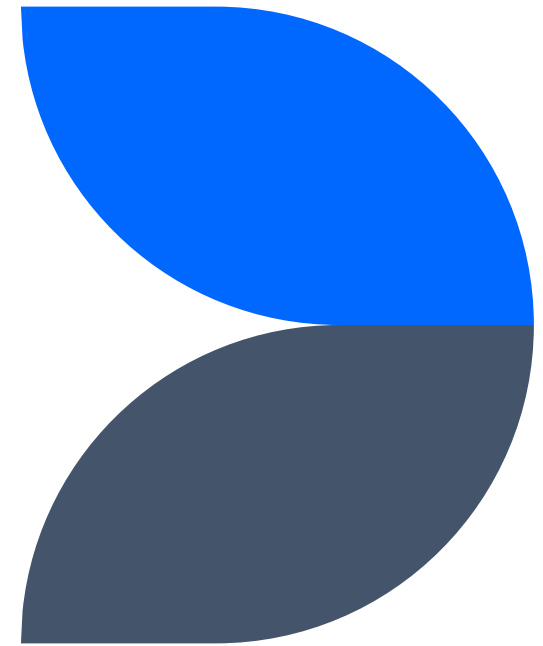
Experience in the media, marketing and crisis communications

Government communicators – nearly 40 years of experience combined

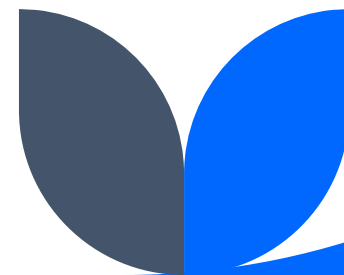
Served as on executive board and as presidents of  
City/County Communications & Marketing Association (3CMA)

# Ethical Communication

Communicating in a way that's **open, honest,**  
**respectful and clear.**



**“Dark Forces”**



“

Social media is about sociology  
and psychology more than  
technology.

Brian Solis

”

# Science of Internet Trolls

**Social media made  
Y'all comfortable  
with disrespecting  
people and not  
getting punched in  
the mouth for it.**

- Mike Tyson



# Science of Internet Trolls

Ignoring hate and negativity on social media sends a far more powerful message than taking the bait.

itsallhereinblackandwhite



# Influencers

Who are your advocates in the community?

How do you build your influence?

Who do you call in a crisis?





# Public Records – Admin Nightmare

## Dec. 9 2022

(a) A copy of 911 calls for service related to an illegal lockout or eviction. Please search for calls received between Jan 1, 2020 to Dec 31, 2021. At minimum, please include fields sufficient to show the call for service's ID, date and time received, dispatch date and time, address, precinct, neighborhood and description. Other departments have fulfilled this request by searching for pertinent keywords. (b) Police information on incidents involving violations to A.R.S. § 33-1374. Please search for responsive information from Jan 1, 2020 to the most recent date available. Note that I am seeking any police enforcement, including citations, tickets and/or arrests.

## Jan. 3, 2023

An updated dataset for Jan 1, 2021 to Dec 31, 2022 for part (a) of request 22-960 (2020):  
<https://avondaleaz.nextrequest.com/requests/22-960>, which asked for a copy of 911 calls for service related to an illegal lockout or eviction. A CAD printout of the following 911 calls by DR number, and any associated police reports: 2006019 2032672 2054869 2013669 Thank you -

## March 9, 2023

An updated dataset for any year to date calls in 2023 first requested in part (a) of 22-960 (2020): <https://avondaleaz.nextrequest.com/requests/22-960>, which asked for a copy of 911 calls for service related to an illegal lockout or eviction. Please include information for up to the date this request is processed. A CAD printout of the following 911 calls by DR number, as well as an indication of whether there are associated police reports. 2266293 2255857 2255756 2255443 2255110 2252656 2249352 2249252 2248849 2248786



# Public Records – Admin Nightmare

## March 21, 2022

Please provide the 911 audio and officer Body Cam of the following DR records: 22-49352 (received 9/29/2022) 22-55110 (received 10/31/2022) Thank you -

## April 17, 2023

Hello, I am seeking all 911 audio related to the following DR records: - 2015669 3/27/20 9:49:31 CITIZEN DISP - 2028847 6/23/20 17:12:12 LANDL/TEN DI - 2157416 11/20/21 11:44:51 CITIZEN ASSI - 2225871 5/24/22 12:23:46 CITIZEN ASSI - 2037112 8/20/20 2:22:40 CITIZEN DISP - 2142910 9/2/21 12:35:41 CITIZEN DISP And for the following, please provide both audio and any body worn or dash cam footage: - 2160469 12/8/21 6:32:27 UNWANTED GUE - 2213296 3/16/22 2:35:52 FAMILY FIGHT - 2027537 6/13/20 19:33:21 CITIZEN DISP - 2231102 6/23/22 10:34:29 SUSPICIOUS P - 2028421 6/20/20 11:32:18 CITIZEN DISP - 2119655 4/24/21 0:18:12 CITIZEN ASSI - 2239669 8/10/22 11:35:36 LANDL/TEN DI Thank you -

## April 27 2023

Please consider this a request under the A.R.S. Public Records law for: - Copies of all internal memoranda, formal guidance, or equivalent documentation describing the rules, regulations, procedures, and/or standards regarding alleged, threatened, attempted or actual illegal evictions Please search and provide copies of the following, where applicable: - General and special orders or directives - Resource, reference or training worksheets or bulletins issued by the department's Education or Training Divisions - Departmental trainings, training policies, instructions, modules and group discussions. - Memos, including memoranda of understanding (MOUs) and memoranda of agreement (MOAs) - Presentation materials (powerpoint, google slides, keynote, etc) - Video, photos, audio and transcripts referencing trainings and discussions. To assist in your search, please be sure to search for the following keywords: "landlord" or "tenant" "lockout" or "lock out" or "lock-out" or "locking out" "utility shut off" or "shutting off utilit" or "utility shut-off" "possession" or "writ of possession" or "order of possession" "forcible removal" "evict" or "evicted" or "eviction" "self-help" "Arizona Residential Landlord and Tenant Act" To the extent these records are electronic, please provide them this way in lieu of paper copies. Please contact me via email (creyes@insider.com) or phone (312-975-3350) regarding this request. If my request is denied in whole or part, I ask that justification be given for all deletions with reference to specific exemptions of the law, as well as indication of whether amendments to my request could guarantee its approval. Please note whether any exemption is discretionary, and if so, why the department believes they are necessary to withhold the information. I will also expect the release of all segregable portions of otherwise exempt material. I am making this non-commercial request as a journalist, to used for reporting purposes and in the public interest. As such, I respectfully request fees, if any, be waived. Please contact me before filling this request if you believe there will be any charges related to this request. Thank you for your prompt response



# Public Records – Admin Nightmare

**May 5, 2023**

Good afternoon, I'd like to request the CAD call detail reports and any incident reports associated to the following events: - 2015669 3/27/20 9:49:31 102 S 4 AVE # 177 CITIZEN DISP - 2028847 6/23/20 17:12:12 102 S 4 AVE # 288 LANDL/TEN DI - 2157416 11/20/21 11:44:51 102 S 4 AVE # 231 CITIZEN ASSI - 2160469 12/8/21 6:32:27 102 S 4 AVE # 252 UNWANTED GUE - 2213296 3/16/22 2:35:52 102 S 4 AVE # 252 FAMILY FIGHT - 2225871 5/24/22 12:23:46 102 S 4 AVE # 180 CITIZEN ASSI - 2027537 6/13/20 19:33:21 518 E WESTERN AVE # 9 CITIZEN DISP - 2028421 6/20/20 11:32:18 518 E WESTERN AVE # 10 CITIZEN DISP - 2037112 8/20/20 2:22:40 518 E WESTERN AVE # 11 CITIZEN DISP - 2119655 4/24/21 0:18:12 518 E WESTERN AVE # 10 CITIZEN ASSI - 2142910 9/2/21 12:35:41 518 E WESTERN AVE # 8 CITIZEN DISP - 2231102 6/23/22 10:34:29 518 E WESTERN AVE # 9 SUSPICIOUS P - 2239669 8/10/22 11:35:36 518 E WESTERN AVE #10 LANDL/TEN DI I believe for these incidents, reports are at most 2-3 pages, please contact me should a narrowing be needed.

**May 17, 2023**

Could you tell me the retention period for: - Any BWC or dash cam footage - 911 call audio - Paper records Or better yet, if there is a file outlining these timeframes for these and other documents. Thank you

Response:

- 911 audio retention can be found on page 226 (retention is 30 days; however, Avondale's system destroys after 1 year)
- Non-Evidentiary Recordings can be found on page 231 (retention is 185 days)

Link to the state retention schedule: [https://azlibrary.gov/sites/default/files/General\\_Schedules\\_202204a.pdf](https://azlibrary.gov/sites/default/files/General_Schedules_202204a.pdf)

# Public Records

As a general rule, don't fight the question of whether something is a public record. Focus instead on whether there is a competing legal or policy reason why the record should not be disclosed. □ “[T]he proper way to view all requests for information is not to determine whether or not a record is technically a public record or other matter, but instead to determine if release of the information would have an important and harmful effect upon the official duties of the official or agency.” *Church of Scientology v. City of Phoenix*, 122 Ariz. 338, 594 P.2d 1034 (App. 1979).

# First Amendment Auditors

## CUSTOMER SERVICE REMINDERS

### DO

- ▶ Know that photography is allowed in public areas
- ▶ Keep calm; be polite and professional
- ▶ Beware of voice tone and volume
- ▶ Watch your body language
- ▶ Try to keep interaction brief
- ▶ Give name and title if asked
- ▶ Call police if necessary

### DON'T

- ▶ Don't tell anyone they can't photograph/film in a public area
- ▶ Don't try to take their camera away
- ▶ Don't use your personal phone to record anyone
- ▶ Don't argue
- ▶ Don't use profanity
- ▶ Don't physically touch anyone



# Tips for Success



**1**

## Listen

Pay attention to what's being said



**2**

## Build Credibility Now

What steps are you taking NOW to foster an environment of trust?



**3**

## Media Relations

Media is not your enemy



**4**

## Tackle Bad News Head On

YOU shape the message!



**5**

## Trust Your Comms Team

Bring in the experts at the Beginning – not clean up stage of a communications crises

# Thank you

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