Don’t Fear the Tweet!

Surviving Today’s ‘Media’

Andy Templeton
City of Sand Springs, Oklahoma

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Who’s News?

Definition of journalist:

1 a: a person engaged in journalism; especially a writer or editor for a news medium

1 b: a writer who aims at a mass audience

2: a person who keeps a journal

Andy’s definition: Anyone with a smart phone!
It Wasn’t Like This
Down on the Farm

Except for critical world events, most news back in the day was local.

- Three major U.S. networks – a half-hour newscast each evening
- Morning and afternoon newspapers
- Radio newscasts – 5 minutes or less
- Local TV newscasts – a half hour of news, weather and sports

If you weren’t there to watch it, hear it or read it, you didn’t know it!
Media Axiom ...
Bad News Sells
Code enforcement is bad news!
Who Are Today’s Media?

- Legacy media personalities are generally underpaid and overworked. Too often, they sacrifice true journalism and become beholden to the fodder dished out by PIOs.

- Those who post on social media often have their own personal platform to grind an axe upon. Except for extreme cases, they have no rules to live by.

- We live in a world of media isolation. One can choose to only get the news and commentary he or she wants to hear from select legacy or social media outlets.
Accept that most legacy media and those who frequent social media do not understand code enforcement and its critical role in public safety and benefit.
Why Pick On Us?

- Code Enforcement often deals with people who are experiencing society’s inequalities.
- People don’t like filth, and they can’t understand why it doesn’t magically disappear.
- We are the government – and we’re here to intrude upon private property for public benefit.
- Words like “enforcement” and “compliance” are hot-button terms in today’s lexicon.
Code enforcement Nazis ruining the world
"@mitrebox: When life gives you lemons ask for a lemonade permit. bit.ly/pRbPs9"

CODE ENFORCEMENT OFFICERS are making hard core NAZIS look like girl scouts. Homeowners and small business operators are being selectively targeted with malicious fines excessive to the point of forfeitures and ruination. This is happening everywhere to good people just like you.

This code enforcement guy is really pissing me off. I made a mistake, I'm cooperating. Stop being a P/A shit.
Seriously!!! Some people have jobs that they have to leave their house at the ass crack of dawn to save lives and limbs. This is the gratitude you come home to receive. I wish I could try around all day and make a decision to leave a door tag on people’s houses without any knowledge of their well being. Smh. I am not lazy. I work for a living.

@FlyerBoy

Sand Springs Gossip Central

Yes, city officials...I will get right on the mower...lol...):

Tell the city that you worship the grass and it violates your Constitutional freedom of religion.

So did these same stupid people not notice how rain we have had?!

I need to mow also but don’t tell the flyer boy. My mower cannot handle wet grass at all.
Can you say... This kid caught a lucky break? I hope he has learned and moves forward in a positive direction!

I am not fighting with anyone, BUT... How can he be an innocent man, when he is involved in a commission of a felony with the man that was killed? To me that makes him just as GUILTY! I feel he got a lucky break, and yes maybe God did have in it, and if that’s the case, I pray he will not waste the chance he was given!

Like · Reply · 35w

Now that he got that break he needs to stay out of people’s house unless he is invited

Like · Reply · 36w

You guy have no idea what the details of the case so until you do shut up!! This is my son so don’t mess with me and my family!!

Like · Reply · 38w

I don’t give a fuck what anyone has to say it all worked out the way it should have! So Merry Christmas to all you uncle fuckers and a happy new year 😊😊😊

Like · Reply · 38w

I pray he does right this time. But I heard a rumour it was his mother’s headed boyfriend which if that is true, I hope and pray the mother has learned her lesson too and chose a different type of man.

Like · Reply · 35w
It’s Not Always Easy …

This house has been (and remains) “under renovation” for a decade!

It’s funny nobody’s talking about the man who fired his rifle blindly in the dark killing this man outside of the residents not knowing where the bullets went. What if a bullet would have went into someone’s home and killed them would you want murder charges on him for being a dumbass. And we’re the threat to use deadly force.

Like · Reply · 38w

Everyone is acting like the man did a good thing let’s keep in mind the home was empty no one lived there for their lives to be protected there wasn’t even utilities on the house has been empty for yrs yea he was in the wrong for entering the home second after the man who got him to go with him but the owner was locked and loaded to kill not protecting a soul who lives in the home instead of watching from a distance and letting them enter and just call the cops and say hey their back he chose to get a shotgun and kill over what MATERIALS no live was at risk other than my nephew being pressured by an adult what I heard he said go with me or your ass is on the streets for not helping and being a man then you’ll do this my nephew could be dead and was still at risk still losing 20yrs THE HOME OWNER Premeditated TO KILL OVER MATERIALS this isn’t 1890 we no longer have frontier justice.

Like · Reply · 38w · Edited

The owner of the property has a legal right to protect his property. You have a problem with that, then contact your legislator and get the law changed. But, all you are doing is making excuses for your nephew. Yeah, yeah, we all know he is just an outstanding young man with a bright future ahead of him. Quit making excuses. Your nephew and the other man were the ones breaking the law. Quit making him out to be a choir boy.

Like · Reply · 38w
Code Enforcement lives in a political environment, and consistent patterns of conduct will make or break you in the public’s eyes as seen through the lens of legacy and social media.
Code is a Political Animal

- Code Enforcement is only as effective as the will of the community and its leadership.
- Elected officials only want results and are far less interested in details. Always be aware of your political surroundings.
- We live in an entitled society. Beware of NIMBY and the “R” word – RENTER!
- It is easier to yell “sick ‘em” than it is to do the biting.
THACKERVILLE, Okla. -- This Love County town is divided after a judge decided a local family is losing the property they've owned since the 1980s.

The Town Council determined that the Debord family's two single-wide mobile homes and property in the 11800 block of King View Street was not up to code and needs to be cleaned up.

The family owes more than $35,000 in fines, which led to the arrest of Jerry and Wilson Debord on Monday. The property's value is assessed at less than $17,000.

Then on Thursday morning, a judge decided the family had to surrender their property to the city -- including their home -- to help pay the fines.
A bill to protect citizens from having their property sold by municipal governments will be seen by the Oklahoma House of Representatives this week.

The bill could shield property owners who could otherwise lose their land for failing to keep their property clean or up to code.

Last week, a judge ordered the Detwiler family of Thackerville to surrender their property after failing to maintain compliance with city regulations and to pay associated fees. Two people were jailed.
#Rule-3

Respect the public’s right to hear and be heard. Pay attention to the message being conveyed, and understand that what’s being said or done is not always what is being heard or seen.
Story of A Starry House

CBS News
On the Road

Steve Hartman
Aug. 24, 2018

What Do You Really See Here?

Judy Templeton: Those PT folks have lots of tricks up their sleeves. Looks like it does the job. Glad you are progressing so well. Sending love and prayers!

John Durkee: Nice contraption---- but even a NICER Mug! 😊

Andy Templeton: March 14 • 0h

What is this torturous contraption? It’s a customized splint to hold my elbow in a tightened flexion mode for minimum half hour increments 3 to 4 times a day. It was designed by my occupational therapist ... Shelly Wallentin ... and thus deserves the name “The Wallentizer.” It adds to my collection of PT toys. Obviously from what’s in the other hand, it’s not preventing the most important business of the day! My recovery goes well and the doctor says I’m ahead of the curve.
#Rule-4

Uphold integrity and avoid stupidity. The world is watching, and it is far better to set a good example than to make a bad excuse.
Learn From Your Lumps!

- It never snows much in Oklahoma during November.
- People scoffed when one young TV weather personality said it would be a storm for the ages.
- Sand Springs awoke to 10” of snow.
- The city had no winter emergency plan. The lone snowplow was sent to clear the airport runway ... where it summarily got stuck!
- The City publicly acknowledged its poor performance and effectively changed the game plan.
@Finest’sHour

There’s always a smart phone around when you DON’T need one!
Great News: Someone noticed code doing something good!

Oh well: The “like” was for the trash guys (they deserve it).
Curb Appeal ...

Trimming and edging is very appealing!
Simple things make our community great!
Leaving your cart at the curb looks trashy.
Simple things make our community great!
No Parking Zone …

Your yard is not a driveway.
Simple things make our community great!
Boats belong at the lake, not in the yard.
Simple things make our community great!
... Come and Get It!

Free for the taking on Critter’s List.
Simple things make our community great!
Where's Hydro?

The home you save may be your own.
Simple things make our community great!
A yard-high yard doesn’t cut it here.

Simple things make our community great!
Never underestimate the power of legacy and social media in shaping the public’s perception of municipal governance. Media policy strategies can have far-reaching benefits.
Media Strategy Case Study

“All politics is theatre!”

- Too Many Politicians to Quote

“In politics, nothing happens by accident. If it happens, you can bet it was planned that way.”

- Franklin Roosevelt
The Problem …

- Like many Oklahoma communities, the City of Sand Springs had limited operating resources in 2007 and could not adequately fund Fire and EMS enhancements.

- New municipal taxes must be approved by voters and are limited in scope by state statute. Sand Springs voters had traditionally been resistant to new or increased taxes due to a perceived distrust of city government.

- Bond issues for capital needs were not attempted by past city councils and city managers due to the perceived resistance by voters and public fights with other community entities.
The First Answer …

- New city management embraced a vision for a “fee” system that would cover out-of-pocket ambulance costs for citizens from a third-party ambulance provider, fund enhanced training and equipment for fire department first responders, and create a rural fire fee to fund new fire trucks.

- The fees would be collected on City utility bills with a collectable prioritization to assure payment by customers.

- Some fees were mandatory while others provided a limited annual window for customers to opt out.
Unexpected Resistance …

- Those who proposed the fee concept brought it forward without any advance citizen preparation.

- The city council meeting was contentious – with several citizens asserting thoughtful questions on a wide scope of concerns.

- City council tabled the matter for further study with a quiet admonition that this was perhaps too big a step for the city to take at this time.
A Star is Born …

- Administrative staff recognized the critical nature of the fees and turned to “selling” it to citizens through a wide-ranging media campaign confronting concerns with answers.

- Advance news releases and interviews touted the stressed situation of fire and EMS services, and how the fee program would bring mutually beneficial results to all concerned.

- City councilors were briefed in advance of the needs involved and were provided an all-out presentation that even made critics take their seats. The council vote was 7-0 to approve.
Service After the Sale …

- Citizens pay a nominal monthly fee for all emergency ambulance calls instead of the $1,500 regular billing.

- EMS fee provides firefighter incentives for intermediate EMT certificates. Some obtain paramedic certification.

- Rural fire subscription covers all expenses for fire responses outside the city limits instead of a $1,000+ regular billing.

- Two pumpers purchased with proceeds from rural fire fees. Lease-purchase options provide revolving funds for future.
Attitude Adjustment ...

- City council and administrators break down the walls of perception. Citizens realize the value of consistently funding city governmental needs for streets, parks, technology and new public buildings.

- Bond issues are now routinely approved allowing municipal property tax rates to remain stable and viable.

- City council processes are forever streamlined to get complete information to councilors and citizens while conserving valuable meeting time for important matters.
The City of Sand Springs enjoys an open dialogue with its citizens through traditional media sources and social media.

Integrity is maintained as city officials and administrators are not afraid to proactively address matters through media sources that could cast the city in an unfavorable light.

Citizens see their community and its city government differently as traditional misconceptions are dispensed with. This in turn is the genesis of sustainable economic growth.
We’ve Only Just Begun …
No Longer A Dream ...

El Maguey
Sand Springs, OK
Monitor social media regularly but resist the temptation for an ill-fated tweet. Silence is often golden.

Consistency and flexibility are hallmarks to surviving a legacy and social media firestorm.

Code enforcement makes an incremental but effective difference in communities – share success stories through internal and external media communications.
@It'sNotLikeTV
That’s All Folks!