



CRISIS COMMUNICATIONS BASICS



What is a Crisis?

- Major disruption or breakdown
- Creates damage, danger or confusion
- Unforeseen
- Requires fast response or action



Types of Crises

- Natural disaster
- Manmade disasters or accidents
- Technology disruption, attack or failure
- Organizational misdeeds or allegations
- High profile tragedy



Crisis Preparation

- Have a plan.
- Gather the facts.
- Identify your subject matter experts.
- Prepare key messages.
- Be proactive.
- Develop tracking system for message delivery.



Assessing the Damage: Questions to Ask

- What do we know so far?
- What is the risk?
- Who/what is most directly impacted?
- Who is authorized to respond and act?
- What should the public do?
- Who are our allies? Who are detractors?