COMMUNICATIONS DURING AND AFTER CRISIS

John E. Watson, ARM, CIC, CRM
What Can Go Wrong
Media Crisis Plan

Insurance Policy

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[Image of a person writing with a speech bubble nearby]
Dealing With The Media

- OPEN
  - WITHOUT:
    - JEOPARDIZING REPUTATION
    - DISCLOSING CONFIDENTIAL INFO
- POSITIVE
  - YOUR SIDE OF THE STORY
  - GOOD WILL
- PROVIDE INFORMATION QUICKLY
  - “WE’RE STILL EXAMINING THE ISSUE” vs
  - “NO COMMENT”
- INFORMED AS TO WHEN HAVE ACCESS TO:
  - NEWS BRIEFINGS
  - PREPARED STATEMENTS
  - INTERVIEWS
Media Relations Plan

- IDENTIFY POTENTIAL CRISIS
- DRAFT
  - PRELIMINARY NEW RELEASES
  - RESPONSES TO LIKELY QUESTIONS
- APPOINT SPOKESPERSON
  - PRIMARY & BACKUP
  - CREDIBLE
  - ACCESSIBLE
  - KNOWLEDGEABLE
- WORKING RELATIONSHIP WITH REPORTERS
- ARRANGE WORKING SPACE & ACCESS
- MEDIA KITS
- CHECKLISTS
Media Needs

- BROADCAST REPORTERS
  - DIGESTIBLE SOUND BITES
  - KEY MESSAGE
- PRINT REPORTERS
  - TIME FOR MORE DETAILED ANSWERS
- ELECTRONIC & PRINT PHOTOGRAPHERS
  - VISUALS TO TELL STORY
  - STOCK PHOTOS & VIDEO
  - SELECT SITES
- SOCIAL MEDIA
Stakeholders

- Administrators
- Students
- Faculty
- Staff
- Parents
- Donors
- Regents
- Vendors
- Public Agencies
- Neighbors / Community
Stakeholders

- ADMINISTRATORS
  - GO TEAMS
  - RECOVER & PROVIDE YOUR SERVICE
  - ALTERNATIVES
  - PEOPLE ABOVE PAPER
  - RELIABLE INFORMATION
  - COMMUNICATIONS TOOLS
Stakeholders

- STUDENTS
  - INFORM
    - REGULAR & TIMELY
  - SERVE
  - PROTECT
    - CONCENTRATE ON SURVIVING
    - SHELTER IN-PLACE
    - RELOCATE VS EVACUATE
    - COUNSELING & MEDICAL
Stakeholders

- FACULTY
- STAFF

- RECOVER & PROVIDE YOUR SERVICE
  - DEPARTMENT ACTION PLANS
- PERSONAL SAFETY
- FAMILY SAFETY
- PERSONAL PLANNING & PREPARATION
- COMPENSATION
Stakeholders

- FACULTY
- STAFF

- RELIABLE INFORMATION
- CONSISTENT MESSAGE OUTGOING
- TIMELY REPORTING INCOMING
- BE FACTUAL
- REFER MEDIA TO PIO / PUBLIC SAFETY
- IDENTIFY WITNESSES
- CONTEMPORANEOUS DOCUMENTATION
Stakeholders

- PARENTS
- DONORS
- REGENTS / TRUSTEES

- INFORM
  - SAFETY OF STUDENTS
  - PROTECTION OF FACILITIES
  - ON-GOING OPERATIONS
  - COMMUNICATIONS RESOURCE OPTIONS
Stakeholders

- VENDORS & PROFESSIONAL SERVICES
  - RECOVER & PROVIDE SERVICE
  - TIMING
  - STAFFING & EQUIPMENT
  - COMMUNICATIONS TOOLS
Stakeholders

- PUBLIC AGENCIES
  - RESOURCES
    - PROVIDE
    - RECEIVE
  - ESTABLISHED RELATIONSHIP
  - INCIDENT COMMAND SYSTEM (ICS)
    - STRUCTURE
    - VERNACULAR
    - IDENTIFICATION
Stakeholders

- NEIGHBORS / COMMUNITY

- RESOURCES
  - PROVIDE
  - RECEIVE

- INSTITUTIONAL RESPONSE & PLANS
QUESTIONS?
Thank You!

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