



COMMUNICATIONS DURING AND AFTER CRISIS

John E. Watson, ARM, CIC, CRM



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What Can Go Wrong





Media Crisis Plan

Insurance Policy





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

BEFORE
BEFORE



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- 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

BEFORE

- 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



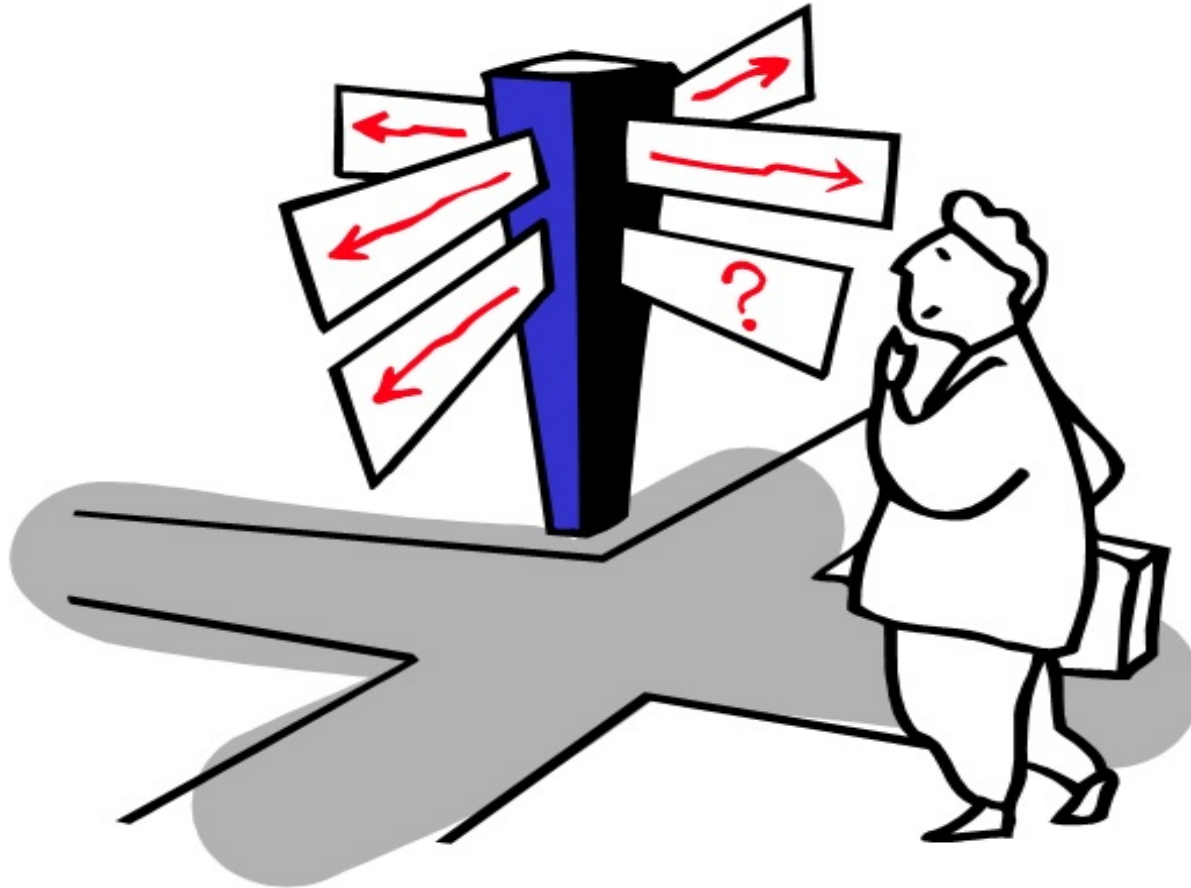
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QUESTIONS ?



Thank You!

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