



Crisis Communications

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Three Phases of Crises Management



- ◆ **Phase I** **Preparation**
- ◆ **Phase II** **Acute/Chronic**
- ◆ **Phase III** **Resolution**

PHASE I – The Preparation



- ◆ Create your media plan
- ◆ Establish systems/templates
- ◆ Form your team
- ◆ Identify partners/stakeholders
- ◆ Exercise/rehearse your plan

PHASE II – Acute/Chronic



- ◆ **Asses the situation**
- ◆ **Prioritize needs and courses of action**
- ◆ **Be proactive**
- ◆ **Execute the plan**
- ◆ **Prepare for the media**
- ◆ **Arrange for staff wellness**
- ◆ **Contain the crisis**
- ◆ **Respond to the media**
- ◆ **Talk to your audiences**
- ◆ **Stay focused**

PHASE III – Resolution



- ◆ **Formal announcement**
- ◆ **Conduct post crisis evaluation**
- ◆ **Final report available to public**

Messaging



Consistent messaging

Speed of Communications



How fast do the media get to a story?

Strategic Crises Communications



**You can't get ahead of the media,
so you must get out in front of them as quickly as
possible.**

Feed the Beast



- ◆ The media are on deadline, they need your side of the story.
- ◆ If you don't give it to them, they will get it elsewhere.
- ◆ Tell them what you can tell them.

What All Reporters Ask



- ◆ Who
- ◆ What
- ◆ Where
- ◆ When
- ◆ Why
- ◆ How
- ◆ How much

Space Shuttle Columbia



“When things are going well, tell the media everything they want to know. When things are going wrong, tell them even more.”

NASA Public Affairs

Answers Matter



**“The question is not important, it’s the answer
that matters.”**

**Sydney Sharpe, Columnist,
Calgary Herald**

Keys to Success



- ◇ **Planning**
- ◇ **Preparation**
- ◇ **Practice**



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Thank You
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