



HAVE A PLAN. BE PREPARED.

Crisis Communication Planning + Preparedness

STEPS IN A CRISIS



CRISIS COMMUNICATION OBJECTIVES



CRISIS RESPONSE TEAM: KEY ROLES



THE CRISIS INTERVIEW

- + Emphasize the importance of health, safety and well-being of clients, employees and the public
- + Reference crisis key messages; don't say "No comment"
- + Be brief
- + If you don't know the answer, "We're investigating the situation and information will be provided when it becomes available"
- + Cooperate with any investigations
- + Remain in control
- + Don't stretch the facts and don't speculate
- + Know to whom you are speaking; get reporters' names and numbers in case you need to contact them later
- + Promptly correct any misinformation