CRISIS EMERGENCY RISK COMMUNICATION

Build Trust and Credibility by Expressing:
+ Empathy and caring
+ Competence and expertise
+ Honesty and openness
+ Commitment and dedication

Top Tips
+ Don't over reassure.
+ Acknowledge uncertainty.
+ Express wishes ("I wish I had answers").
+ Explain the process in place to find answers.
+ Acknowledge people's fear.
+ Give people things to do.
+ Ask more of people (share risk).

As a Spokesman
+ Know your organization's policies.
+ Stay within the scope of responsibilities.
+ Tell the truth. Be transparent.
+ Embody your agency's identity.

Prepare to Answer These Questions:
+ Are my family and I safe?
+ What can I do to protect myself and my family?
+ Who is in charge here?
+ What can we expect?
+ Why did this happen?
+ Were you forewarned?
+ Why wasn't this prevented?
+ What else can go wrong?
+ When did you begin working on this?
+ What does this information mean?

Stay on Message
+ "What's important is to remember…"
+ "I can't answer that question, but I can tell you…"
+ "Before I forget, I want to tell your viewers…"
+ "Let me put that in perspective…"

CONSISTENT MESSAGES ARE VITAL

BE FIRST. BE RIGHT. BE CREDIBLE.

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