

BRAUD casting



How to Write a Crisis Communications Plan that Works

Gerard Braud is an international trainer and professional speaker, providing companies with media training, crisis plans, audio & video production, and employee communications tools. Since 1994, He has practiced his craft on four continents.

An award winning journalist for 15 years, Gerard was on the front line of breaking news, with affiliate reports seen around the world on CBS, NBC, CNN and the BBC.

He is a Fellow of Environmental Communications from the Institute of Environmental Communications at Loyola University, and a member of the Institute's Adjunct Faculty.

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The Crisis Question:



When the product of defecation by a mammal, bird, reptile or other creature comes in direct contact with the rotating blades of a device designed to enhance the circulation of atmospheric conditions, causing said fecal matter to be dispersed back upon said person, company or organization directly in the path of the air mass stimulated by the rotating blades ...

What do you do?



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Our Crisis Du Jour

- Building a Crisis Profile

- Performing a Crisis Audit

- Building a Crisis Plan

- Understanding what the other guys are doing (media, public, employees, customers, investors)





A Sudden Crisis:

“Fire and Explosion”

A Smoldering Crisis:

“Corporate Accountability”

The Institute for Crisis Management tells us that the sudden crisis occurs in only a small segment of organizations. A smoldering crisis is nearly twice as likely to occur than a sudden crisis.

Crisis Management & Communications

Robert B. Irvine

Dan P. Miller, Ph.D.

My own great thoughts: _____



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Performing a Crisis Audit

The worst-case scenario for my organization is:

A likely crisis for my organization is:

A bizarre crisis for my organization is:

The media, employees and public will likely find out about it by:

How soon before the media, employees and public finds out?

How will each of these groups find out?



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According to Gerard

A Crisis Plan should not tell you HOW.

A Crisis Plan should tell you WHAT to do.

A Crisis Plan should not be a laborious policy manual that no one reads.

A Crisis Plan should be so simple that anyone can pick it up and execute it because it tells them WHAT to do and when to do it.



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Building a Crisis Plan



If I am out of the office, how will our organization reach me?

Who in the organization will contact me? _____

If they cannot reach me, what will happen? _____

Until I can take control of the crisis, who will handle the media?

The first person to act as a spokesperson will be: _____

This person can be ready to speak within _____ minutes/hours of the incident's start.

If that person is unavailable, the next designated spokesperson is: _____

This person can be ready to speak within _____ minutes/hours of the incident's start.

Who will communicate with employees (others)?

What tools will they use to communicate?



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Initial Information

Who? What? When? Where? Why? How?

Situation Level

Level 1

On-duty response

Level 2

On- and off-duty responders

Level 3

Outside responders

Level 4

All hands on deck
Long-term effects



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Crisis Team Notification

CEO/Director

Media Relations Specialist

Facility/Operations Managers

Who else (specific to your organization)?

Other Notification

Consultants, Agencies, Clipping Services

Logistical support, i.e. food, tents, etc.



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The organization's first public statement should read as follows:

This is what we can confirm at this time:

At approximately _____ this morning/afternoon/evening, we experienced:

At this point we cannot provide you with the full details because members of our team are continuing to assess the situation. Our primary goal(s) is/are to ensure (the safety of everyone), (the security of the facility), (restoration of services)

and to provide the most accurate information we can as quickly as possible.

(Optional) We can confirm that damage has occurred to:

We have requested assistance from:

We can confirm _____ person(s) have been injured.

At this time there is/are _____ known fatality(ies).

We ask members of the media to stay in touch with us to confirm all facts so the public is assured of the most accurate information we can provide. We will conduct another briefing as soon as possible to provide you with more information.

In the meantime, please bear with us.



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Media Notification

Order of Notification

1. Media on site via First Critical Statement
2. Media not on site for the First Critical Statement should receive it by phone, fax and e-mail.

Stakeholder Notification

1. Notify employees via First Critical Statement
2. Notify families, community, customers, investors, etc. via First Critical Statement sent by phone, fax and e-mail.



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Verifying Facts

What is the truth?

What are the facts?

What were the warning signs?

How can we resolve the situation?

Did we see it coming?

What could have been done?

How do we return to normal?



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Key Messages

Do we have canned answers to canned questions?

Do we have specific key messages for this situation?

What must we air?

What will we air only if asked?

What would we rather not discuss?

What have we decided not to air?

Who has been media trained?



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Crisis Clock

First Hour



What We Are Doing:	What They Are Doing:
1.	Media
2.	Employees/Families
3.	Public
4.	Investors
5.	Customers



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Call Log



Record all incoming phone calls				Date:
Time	Person Calling	Organization	Phone #	Fax or e-mail
Their Questions:				
My Response:				
Time	Person Calling	Organization	Phone #	Fax or e-mail
Their Questions:				
My Response:				
Time	Person Calling	Organization	Phone #	Fax or e-mail
Their Questions:				
My Response:				
Time	Person Calling	Organization	Phone #	Fax or e-mail
Their Questions:				
My Response:				





Crisis Drill Elements

- Part of safety and emergency drill
- Incorporate staff
- Onsite Mock Media Team
- Include TV, print, radio
- Mock live shots
- Mock news conference
- Test phone inputs
- Test security
- Hot wash evaluation



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Free Resources

www.katrinalessons.com

www.schoolcrisisplan.com

www.crisiscommunicationsplans.com

Materials for teach-backs can be found on the above sites. Additional podcasts, blogs, videocasts and photo commentary are added on a regular basis. Fresh content added following significant crisis events.

Sign up for RSS feeds where available.



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