AE2S COMMUNICATIONS
SITUATIONAL COMMUNICATIONS
Erosion of the situation

- Biases
- Perceptions
- Attribution
- Relationships
- Hierarchy
- Physical distance

- Cultural differences
- Expected/Unexpected/Conflicting messages
- Source value
- Emotions
- Volume of information
Situational crisis

SOURCE: Fons Trompenaars and Piet Hein Coebergh
The Crisis Communication Plan is a vital part of emergency preparedness and response for incidents.

The success of any project, individual or community is, in part, determined by its reputation.
Crisis Communication Priorities

- Being Prepared
- Responses
- Answering questions
- Managing the situation
<table>
<thead>
<tr>
<th>LIKELIHOOD</th>
<th>IMPACT</th>
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<tbody>
<tr>
<td>VERY LOW</td>
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<td>MEDIUM</td>
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Awareness

REPUTATION
Monitoring through Multiple Channels

Communicate Internally with Employees

Talk to External Influencers and Contractors

Monitor Issues
What happens globally becomes a local issue.
Identify the Team

Who will serve on the communication team?

• Determine different levels
• Grow and shrink as needed

Be prepared

• Manager/CEO, Safety Officer, Communications Officer
• Legal
• Financial
• Document Control
• Other
  • Regulatory/Government Liaison
  • IT professional
Identify Key “Message Delivery” People

**Key influencers**
Those that can change the course of the message

**Key Stakeholders**
Those that can be affected by the message
Crisis Communication Messaging

Prepared Today

Prepared Holding Statements

“Dark Side” Websites

Social Media Monitoring
WHAT happened and WHERE?

WHEN did this happen?

WHO is involved?

HOW did this happen?

WHAT is currently being done?

WHY has this happened?
Assessment

• Identify the crisis through direct sources
  • What is known for sure
  • What is unknown

• Evaluate PEAR

• Identify what or which actions need to be explained
Develop the Plan

1. Refer to the Crisis Communication Notification Tree
2. Determine Level of Response
3. Draft Statement and Key Known Bullets
4. Begin Monitoring
5. Determine your Spokesperson

- Prepare Spokesperson if not the Lead
- Be Honest and Empathetic in All Messaging
Media Statements

Re-read and redraft statement... Then do it again!

• Be Honest and Empathetic

• What is Known

• How the Issue will be Dealt With

  Such as “We will be investigating...”

• Provide Time Period for Next Action

  We will be providing another briefing in...”
  or “our team will be on site in xxx minutes”
Take Action

• Respond and maintain response.
  • Remain open and responsive to requests from media
  • Be honest about what you can and can’t share

• Establish channels of communication (phone, text, email, etc.).

• Provide clear access to spokesperson.

• Allow organizations that are associated to speak for themselves.

• Keep team members updated on issues on regular basis.
Next Stages

• Monitor news coverage and provide correct, accurate messaging.

• Promptly and calmly address erroneous statements.

• Identify possible outcomes of or reactions to the situation and prepare tentative responses.

• Keep the media up-to-date on new developments.

• Remain open and responsive to interview requests even if media coverage of the crisis has continued for several days or weeks.
Evaluation

• Evaluate what worked well and what can be improved almost immediately.

• Keep accurate records throughout the crisis.

• Improve pre-written materials.
Other Considerations

Employee Notification

Partners and Contractors

Make & Exercise the Plan
Situations vs Crisis

Are situations changing how you determine communication in a crisis?

• Evaluate perceptions, build relationships, provide ability to communicate clearly and with a process, be aware of cultural differences, keep emotions and volume of information to adequate amounts.
Don’t Be This Guy

https://www.youtube.com/watch?v=EAewAQfrVcc