



THIS IS CRISIS COMMUNICATIONS

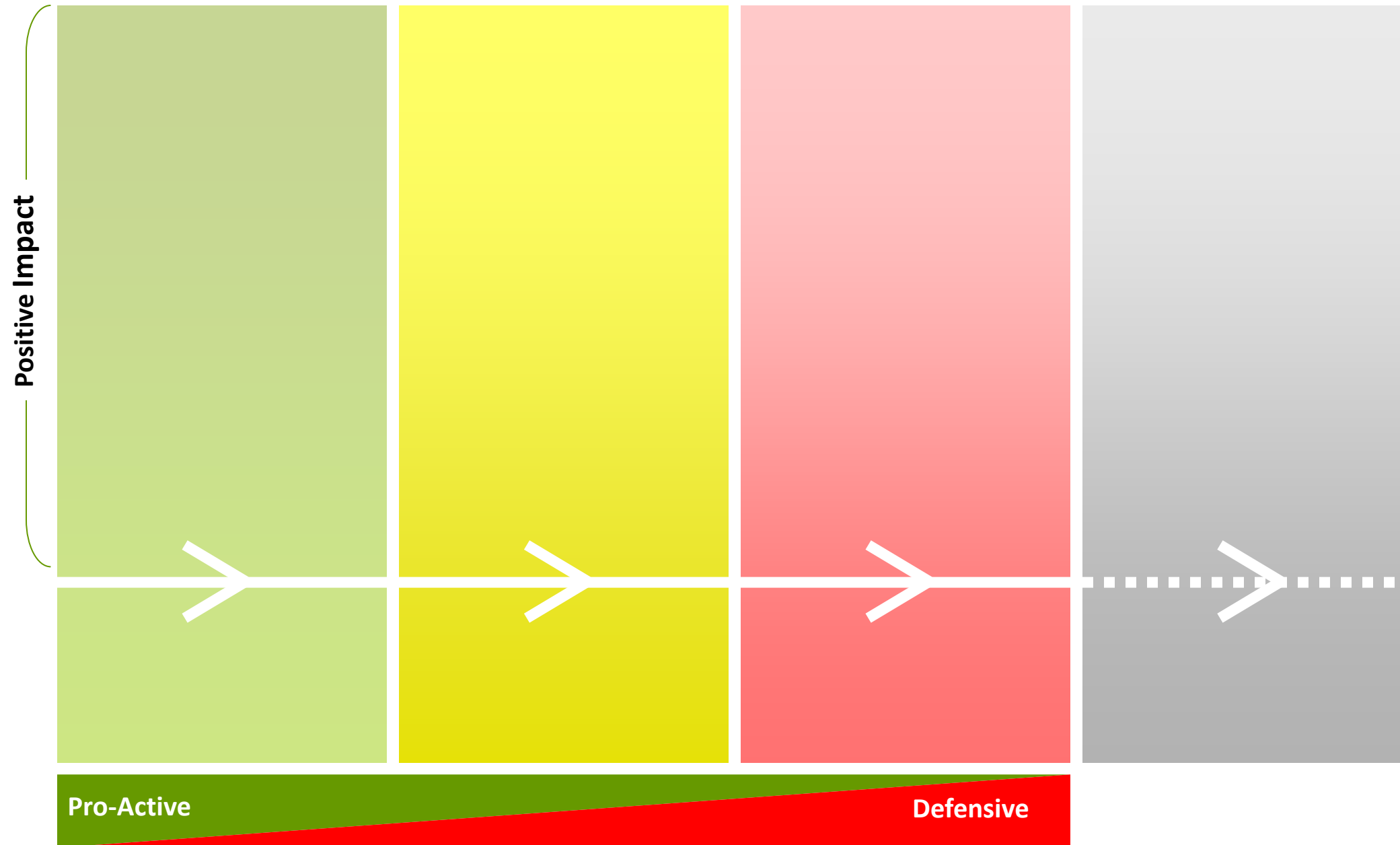
**PR NEWS DIGITAL PR & MARKETING
CONFERENCE**

JUNE 8, 2016

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WVU

Basic elements – life cycle of an issue

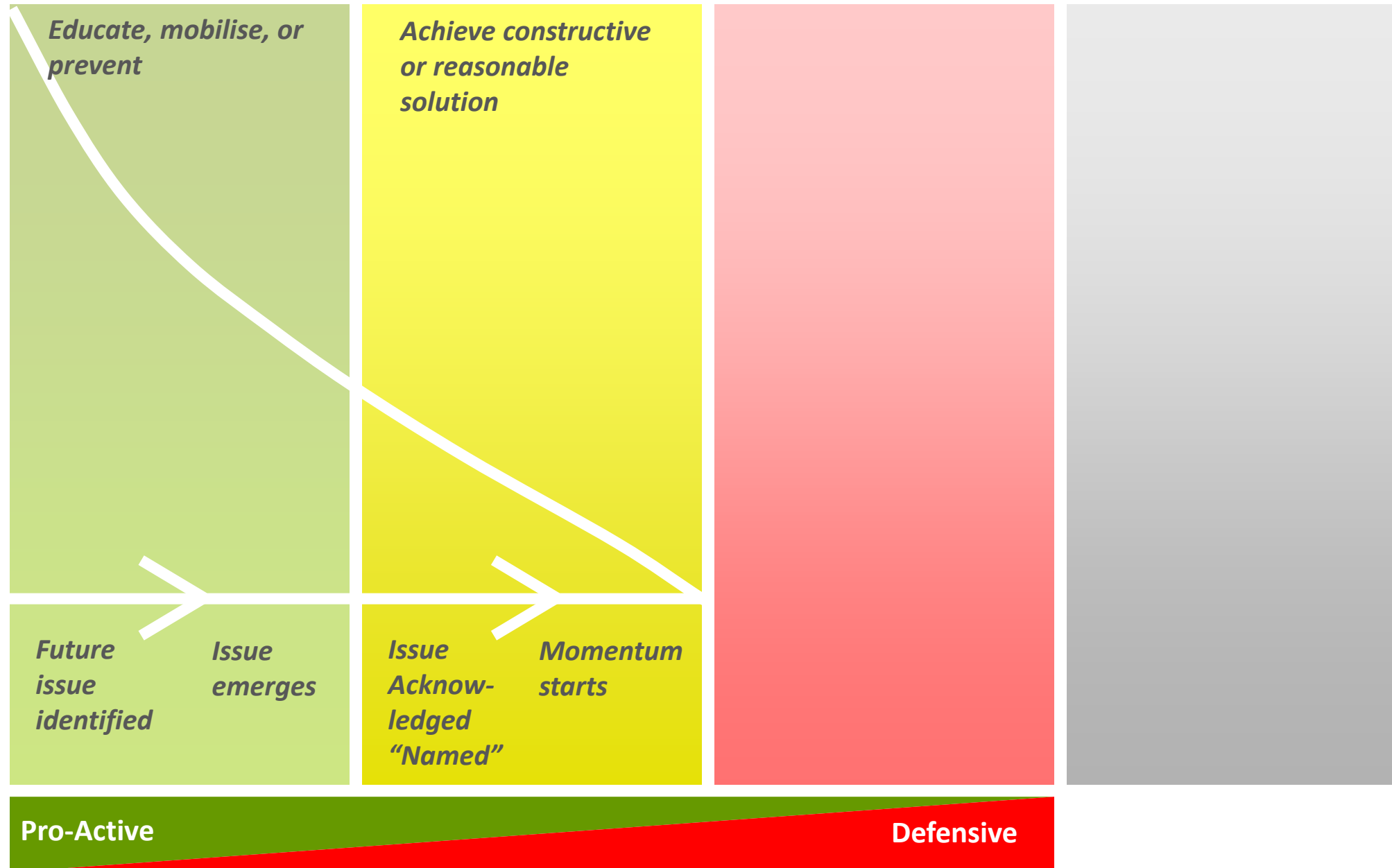


Stage one



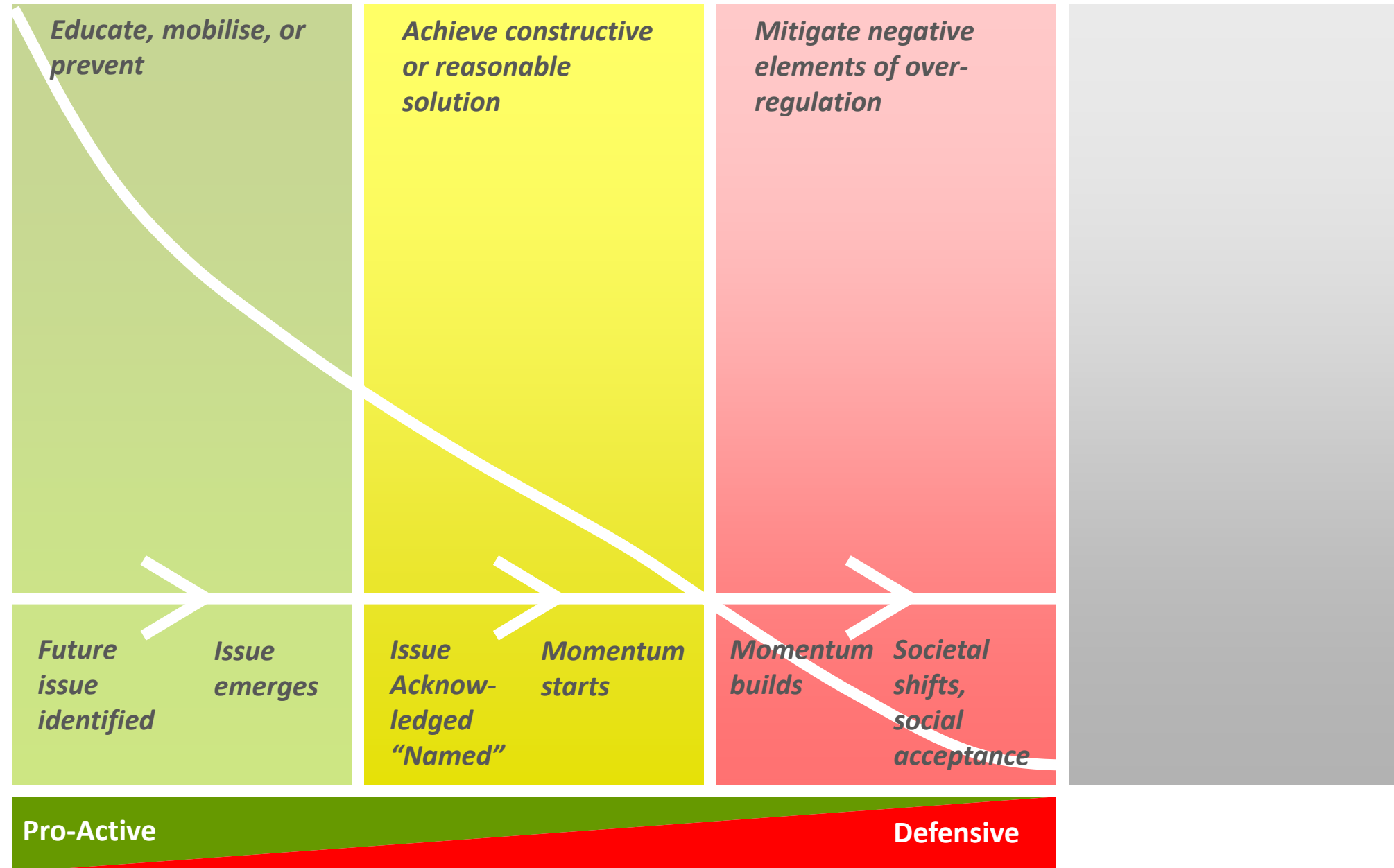
Stage two

Window of Opportunity to:

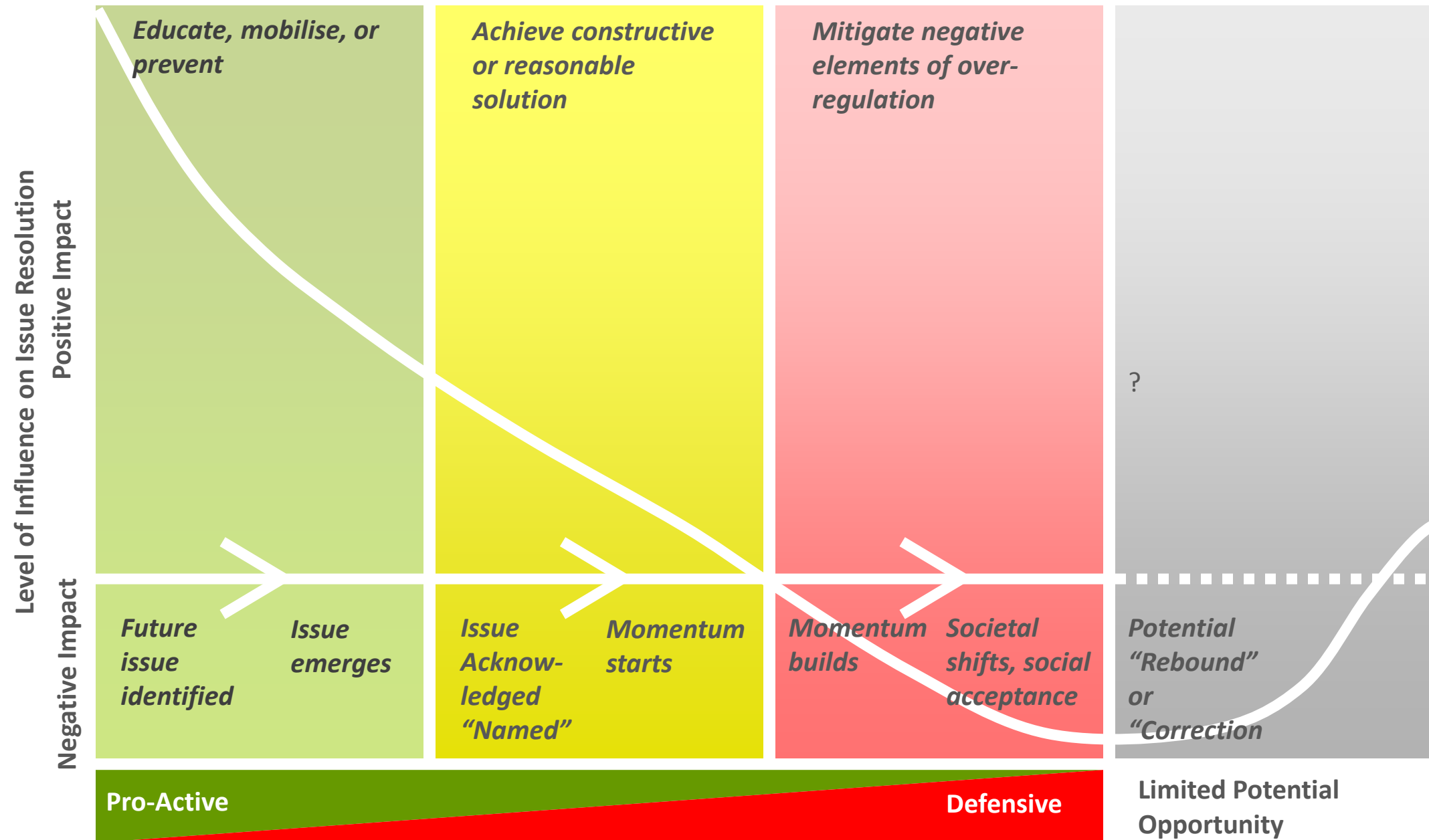


Stage three

Window of Opportunity to:



Stage four



CRISIS RESPONSE TEAM

COMMUNICATIONS STRATEGIST RESPONSIBILITY?

- Devise communication strategy
- Analyse and counsel reputational risks
- Update team on breaking media issues
- Update team on progress of communications activities (internal / external)
- Regular contact with crisis liaison manager
- Attend taskforce briefings

CRISIS LIAISON MANGER RESPONSIBILITY?

- Trouble shooter / Issues manager and overall review of comms strategy
- Drive supporting functions
- Review content / Key message rehearsal
- Media liaison to clarify issues/content
- Coordinate media interviews

SPOKESPERSONS RESPONSIBILITY?

- External spokesperson/s
- Signatory to internal communications

MEDIA CONTROL ROOM RESPONSIBILITY?

- Media call management
- Answer calls & log for action
- Media monitoring
- Real time monitoring of all channels
- Feed results to crisis liaison manager
- Media Release/Blog/Responses
- Media interviews/conferences

CONTENT MANGEMENT RESPONSIBILITY?

- Rapid response content
- Key message house
- Media releases / blogs/ Social posts background
- External content
- Internal content
- Image/photo archive
- Case studies

STAKEHOLDER MANAGEMENT RESPONSIBILITY?

- Communicate with external stakeholders
- Media Release
- Letters / email
- Communicate with internal stakeholders
- Email / notices
- Staff meeting
- Website/Blog liaison

CRISIS RESPONSE RESOURCES

RESOURCES/ HOW TO KITS

- Sec 1:** *Key Message House*
- Sec 2:** *Rapid response papers*
- Sec 3:** *Key Spokesperson/s*
- Sec 4:** *Communications Templates*
- Sec 5:** *Visuals and Signatures*
- Sec 6:** *Media Release Distribution*
- Sec 7:** *Media Monitoring*
- Sec 8:** *Media Call Management*
- Sec 9:** *Media Interviews & Conferences*
- Sec 10:** *Internal Communications*
- Sec 11:** *External Communications*



THANK YOU