



COMMUNICATING EFFECTIVELY IN A CRISIS

FUTUREBIZ 2019

#pentictonbusiness
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What makes “news”?

News / content relates to core public values:

Security (personal/economic)

Environment (natural/un-natural)

Accountability (by organizations)

Fairness (gender, minorities, disabilities)

Power (we have over what happens to us)



What is framing?

What is this crisis really about?

Who is affected?

Who are the players?

Who is the audience?

What image can communicate your frame?

“Framing is telling the truth as we see it...forcefully, straightforwardly, accurately, with moral conviction and without hesitation.” – George Lakoff



The plan: step one

GATHERING INFORMATION

What happened?

When did it happen?

How did it happen?

Where did it happen?

How many people are involved/affected?

Who is affected?

Who has been notified?

Have the media called or arrived on the scene?



The plan: step two

IDENTIFY THE AUDIENCE(S)

Who needs to know what is happening?

THE TOOLS

How are you communicating with your audience?

Spokesperson

Traditional media

Digital media



The plan: step three

CHOOSE THE TOOLS

Holding statement

Social media

Media advisory

Media release

Voicemail / Text / Other



The plan: step four

KEY MESSAGES

CONFIRMATION

CLARITY

CONTROL

CONFIDENCE

CONCERN



Creating a key message

PROBLEM

controversy, impact, identifiable situation

SOLUTION

express values

ACTION

a task, call to action



What is the most important message
you would like to get out about your business?

Have a planning checklist

Critical contact info at the top

Date / description of incident

Define the problem

Identify the spokesperson

List of audiences

Holding statement – all audiences

List of tactics

Has an EOC been called into action?





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