

the readiness lab



“Left of Boom”

*Leveraging Effective
Crisis Communication*

Prescott Nadeau

Vermont Emergency

Preparedness Conference 2023

Why are you here?

- ◆ “Anyone, anywhere can leverage crisis communication to their or their organizations advantage”
- ◆ EM and Emergency Responders experience crisis brain as well



“Right info,
right people,
right time”

Effective Crisis Communication

- 1) Be first
- 2) Be right
- 3) Be credible
- 4) Express empathy
- 5) Promote action
- 6) Show respect

Left of Boom

- Create understandable and actionable messages
- Develop partnerships
- Crisis communication plans
- Who needs to rubber stamp your messages?



Crisis Brain

1) Simple
Messages

2) Credible
Sources

3) Consistent
Messages (ASAP)

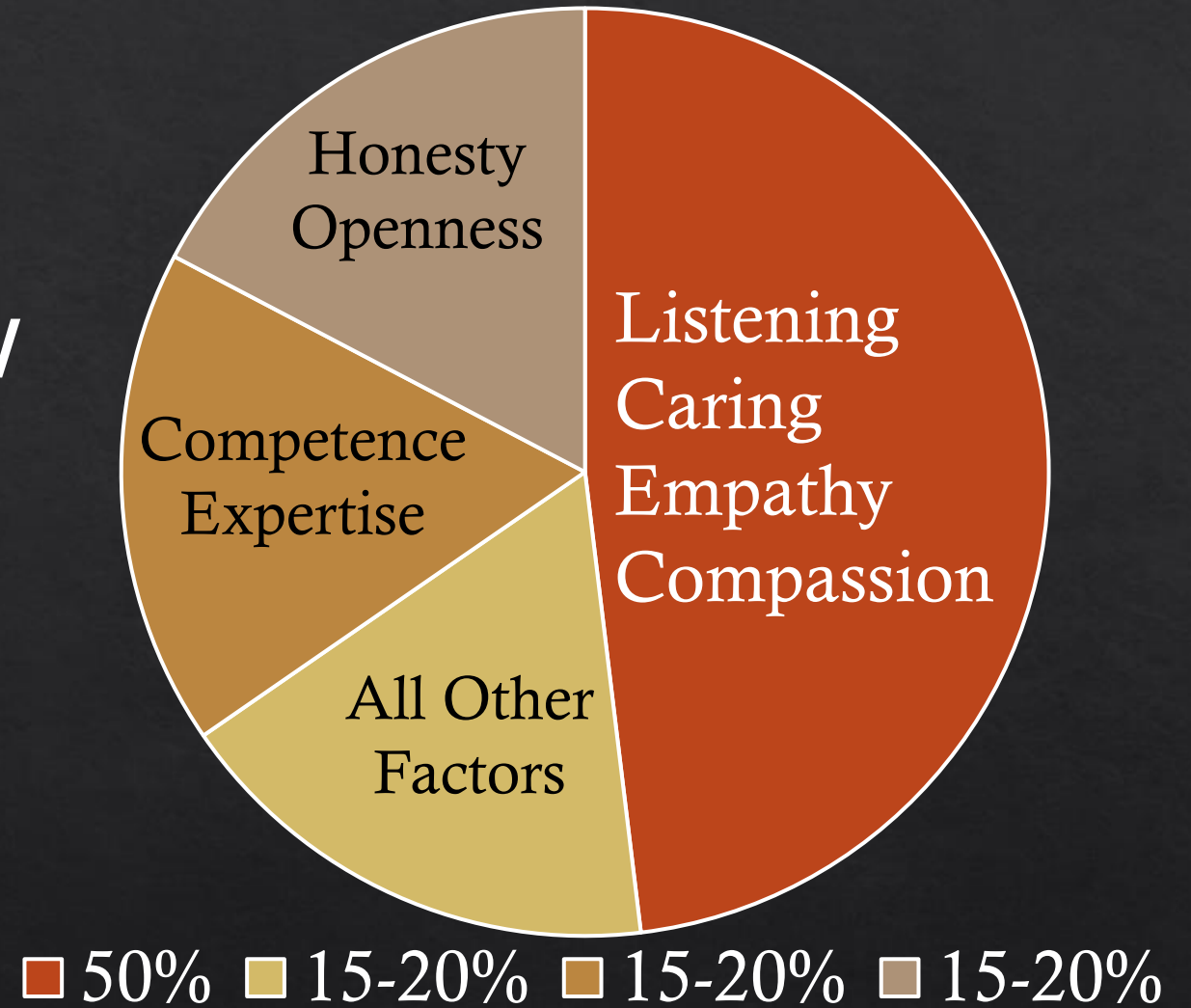
Psychology of Crisis

AGL-4

R3
Template

27/9/3
Template

“People don’t care how much you know until they know how much you care”



Trust Determination

Today I feel



A panoramic night view of a city with numerous lit-up buildings and streets. The sky is dark and filled with heavy, dark clouds. Several bright, jagged lightning bolts are visible, striking down from the clouds. The text 'The Boom' is centered in the middle of the image in a white, serif font.

The Boom

Effective Crisis Communication

1

Be first

2

Be right

3

Be
credible

4

Express
empathy

5

Promote
action

6

Show
respect

Initial Actions


Find out what is happening (SA)

Learn the key messages (5W)

JIC (coordinate the message)

“First 5 Minutes”

Put yourself in their shoes



Who is at risk and what is the risk



People need to stay busy



Response efforts build credibility

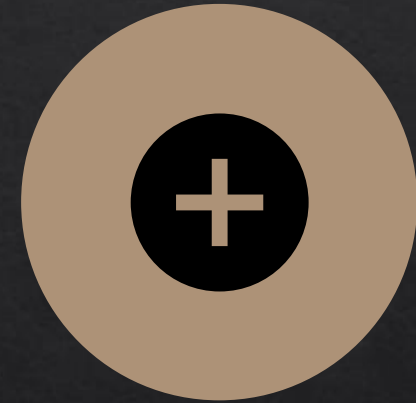
Effective Messaging



BE REPEATED



COME FROM
MULTIPLE SOURCES



OFFER A POSITIVE
COURSE OF ACTION

Message Delivery



Mass
notification

Social
media

Email
groups

Phone

On scene

Media
partners

IPAWS



◇ Emergency Alert




Social Media

- ◆ Start small (one or two platforms)
- ◆ Once you're regular, add more
- ◆ Use data to drive platform choice



Phone

A grey Polycom office phone is shown from a top-down perspective. The phone has a large speaker grille at the top, a small LCD display in the center, and a standard 12-button numeric keypad below it. The brand name 'POLYCOM' is visible on the top surface. The phone is resting on a light-colored wooden surface.

- ◆ Individuals
- ◆ Conference Calls
- ◆ Specific Occurrence

Email / Media Messaging

Listservs save time

No such thing as oversharing

Media briefs, advisories, fact sheets



On Scene

- ◆ Interviews and Press Briefings (more to come)
- ◆ Don't wait for them to approach you
- ◆ Media pool?



The Press Conference

Bridging

Flagging

Rule of Three

BBG



BE BRIEF



BE BRILLIANT



BE GONE

Overcoming Emotion



TELL THEM WHAT YOU
KNOW



TELL THEM WHAT YOU
DON'T KNOW



WHAT PROCESS ARE YOU
USING TO GET ANSWERS



What does the media want?



Timely answers



Access to experts

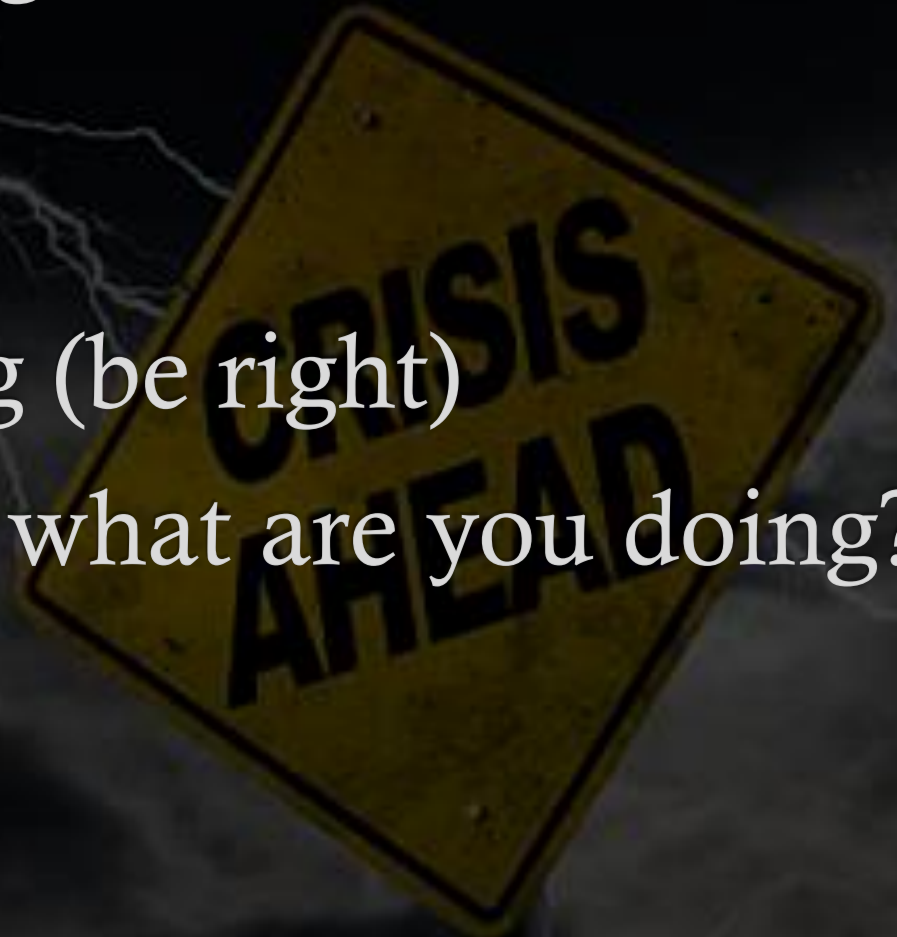


Visuals to support
their stories



When things go bad

- 1) Find out what is happening (be right)
- 2) Be first (know, don't know, what are you doing?)
- 3) Promote action



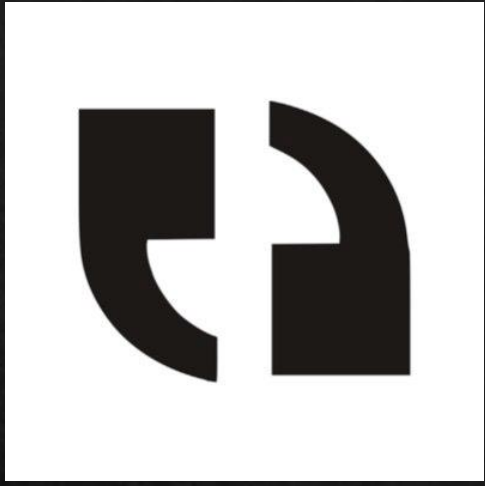
What are you going to do tomorrow?



- Name the thing (PIO)
- Develop relationships (rubber stamp)
- Join or engage in SM
- Continue your education

Four decorative corner ornaments, each featuring intricate scrollwork and floral patterns, are positioned at the corners of the page. The top-left ornament is in the upper-left corner, the top-right in the upper-right, the bottom-left in the lower-left, and the bottom-right in the lower-right. They are rendered in a light, shimmering color against the dark background.

Fin



the readiness lab



Resources

pnadeau@willistonfire.com

(802) 999-5944