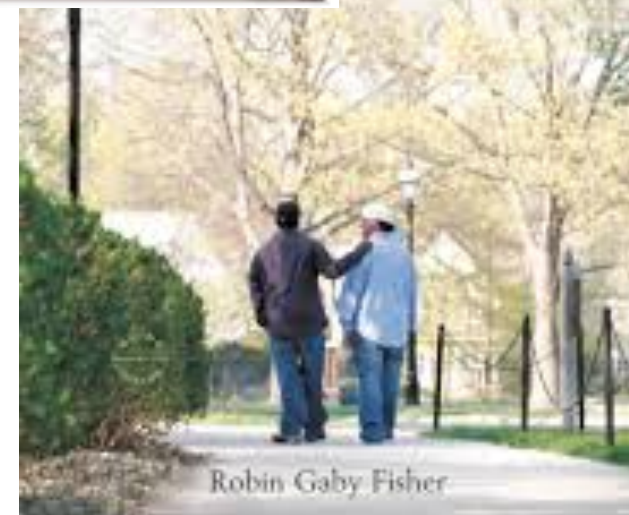
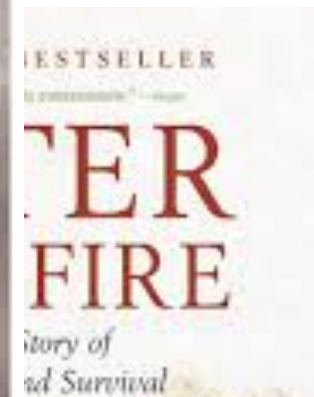


# The Essentials of Crisis Communication

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**4 NEWSCHOPPE**



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## Today's Mission:

1. Review elements of the strategic communication imperative – before, during and after crisis events.
2. Explore the essential nature of core values in leading organizational response to crisis.
3. Be better prepared to help the organizations with whom you work to communicate before, during and after a crisis.

1:30 pm – 2:45 pm



Unexpected nature of events resulting in a **high-impact** situation that threatens the viability of an organization's **reputation, credibility, and market position.**

A situation that can threaten the **integrity** or reputation of your organization.



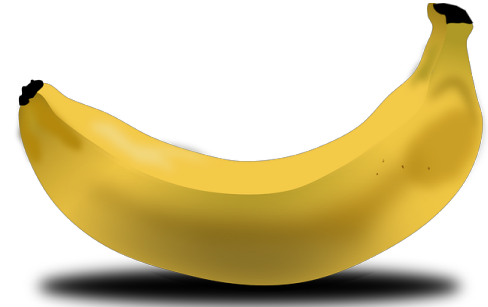


# Defining Crisis

For most organizations, it is not a question of **if** a crisis will occur ...but rather **when**.



**YELLOW:** Ready now



**GREEN:** Emerging



**BROWN:** Hanging around



## **Strategic Communication**

Communication aligned with the organization's overall strategy, intended to enhance strategic positioning.





## **The Strategic Communication Imperative**

“Organizations that continue to take a tactical, short-term approach to communicating with key constituencies will find it increasingly difficult to compete. Developing an integrated, strategic approach to communication is critical to success.”

Paul Argenti



**Leaders** must take great pains to build, encode, sustain and defend reputation by:

- **following practices** that shape a unique identity, and
- **projecting a coherent and consistent set of images to the public that is UNWAVERING long-time and in bad times**



**Only 29% of corporate leaders** are confident in their organization's ability to weather a crisis.



Well Defined Core Values

Leadership that Serves as  
Chief Brand Ambassador(s)

Planned & Practiced Strategy





## Values

Make up the **inherent, unchanging and distinct** character of the company.

Stakeholders are demanding organizations take a stand ... what does your organization  
**STAND FOR?**



## Core Values

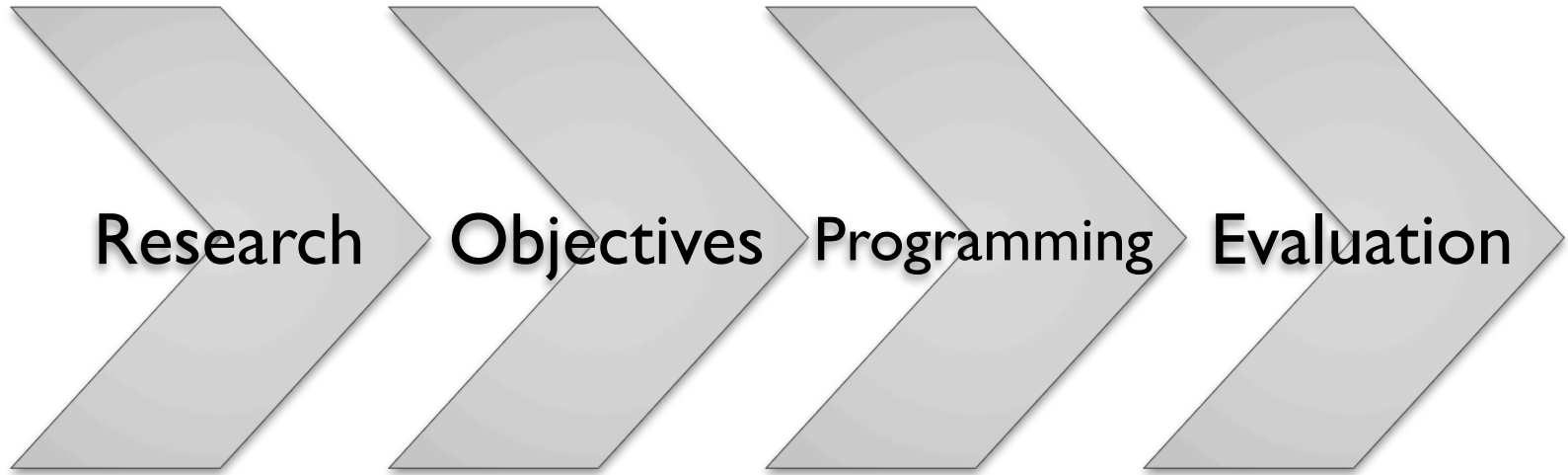
A brand's never-compromised, deeply engrained cultural cornerstones that are “maintained at all costs.”

Make up the inherent, unchanging and distinct character of the company.

*Core Values are not aspirational or accidental*



# Strategic Communication



Secondary Research



Primary Research

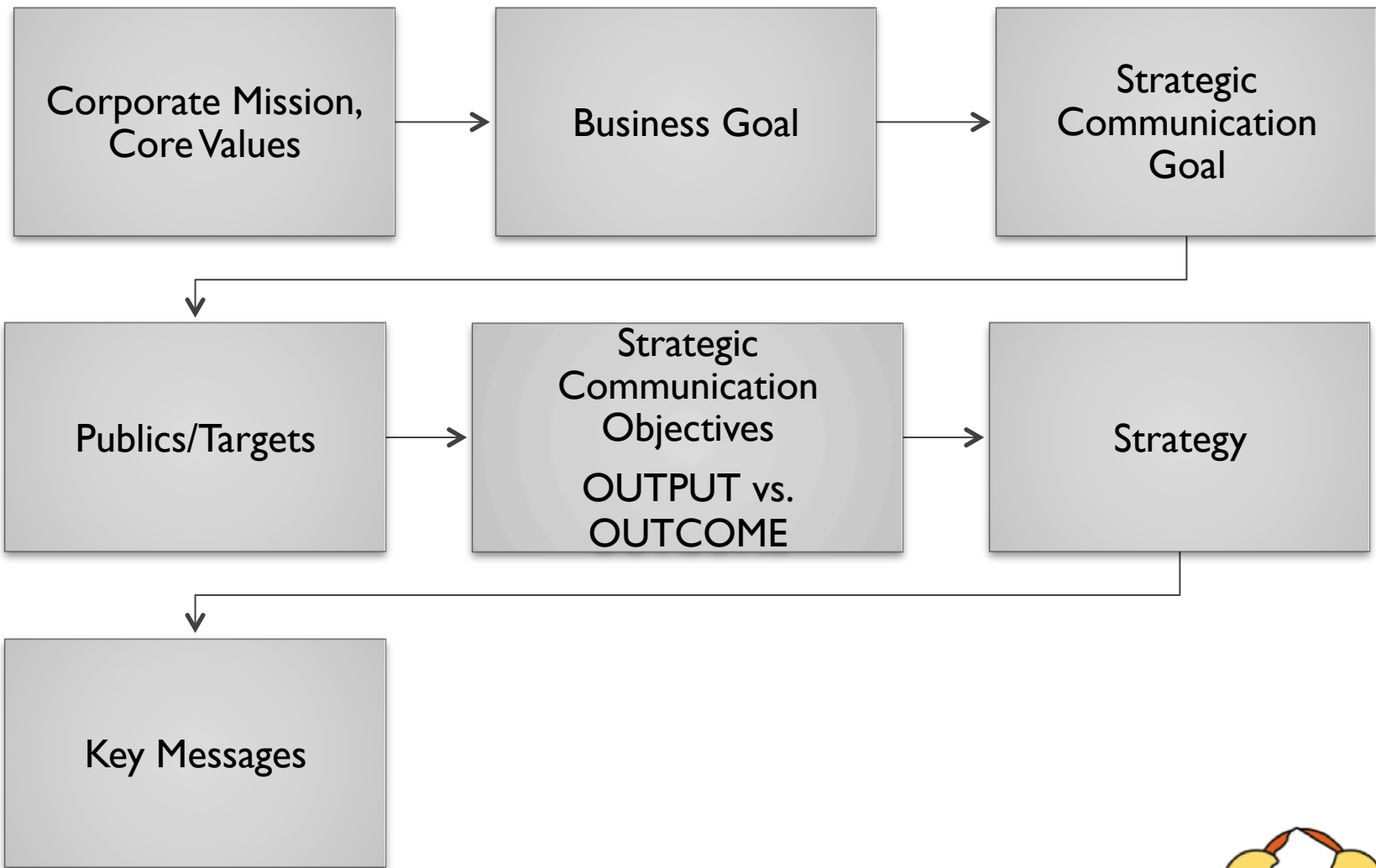


SWOT Analysis





# Strategic Communication



## A word cloud centered around the phrase "Public Relations". The words are arranged in a circular pattern, with "Public Relations" being the largest and most prominent. Other large words include "message", "press", "people", "news", "communication", "publics", "meeting", "tool", "professionals", "organization", "product", "value", "caption", "business", "term", "company", "releases", "write", "media", "online", "PR", "receive", "analyst", "industry", "targeting". Smaller words include "audience", "government", "advertising", "reports", "publicity", "room", "professions", "employee", "management", "feedback", "financial", "meet", "investor", "communicate", "interests", "crisis", "campaigns", "interactive", "edit", "society", "customer", "design", "groups", "working", "image", "public", "community", "communication", "meeting", "tool", "professionals", "organization", "product", "value", "caption", "business", "term", "company", "releases", "write", "media", "online", "PR", "receive", "analyst", "industry", "targeting". The words are in various shades of gray and are oriented in different directions, creating a dynamic and visually engaging composition.



## Tool Kit Tips

Reflects plan's  
strategy and  
objectives

Engages public(s)  
(CHECK  
research findings)

Links well to  
key message

Mirrors  
Corporate  
CORE VALUES

Can be expertly  
executed

Is creative



## **Were the plan's communication objectives reached?**

- Organizations report an increase of 4% to 9% in their portions of their total budgets allocated to measurement & evaluation.
- Organizations that use outcome measures are more likely to have a good external reputation than those using output measures.





**Only 29% of corporate leaders** are confident in their organization's ability to weather a crisis.



## The Crisis Communication Plan

**Manage** relevant issues to prevent a crisis

**Prepare** the right people to handle the crisis

**Speed** recovery

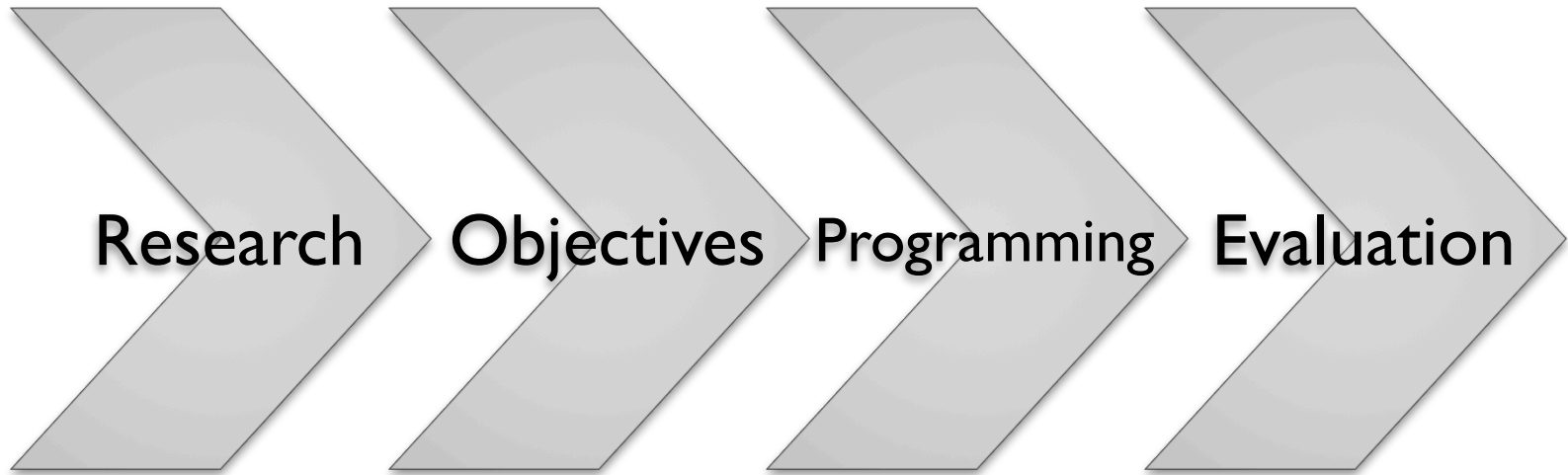
**Reduce** uncertainty

**Minimize** liabilities

**Protect** organization's reputation

**Allow** organization to move forward





## **RESEARCH** for Crisis Communication Plan

- Risk assessment findings
- Core values
- Worst case scenarios
- Crises at organizations like yours/serving same publics
- Your past crises
- Key publics (internal and external)
- Communication channels in place NOW that are
- Crisis response ready (website, social media)
- First responders/other partners
- Regulators





## Objectives for Crisis Communication Plan

In crises, objectives will likely be *baseline, values-related* objectives for how you intend to communicate.

- to provide accurate, timely information to all internal and external publics
- to demonstrate concern for the safety of lives
- to maintain reputation as good corporate citizen
- to safeguard partnerships and sponsorships



# Programming for Crisis Communication Plan

Two key categories: Communication LOGISTICS and VOICE.

Logistics:

Strategic Communication HQ

Media Information Center

Crisis Response Team Center

Community Partners

Updated Contact Information

Staff Roles



# Recovery Communication

Empathy

Values

Corrective Action

Actively Solicit Concerns

Update Plan/Manage Risks



# Evaluation for Crisis Communication Plan

Media Coverage

Key Messages

Spokespeople

“AFTER a crisis, **79%** of companies make tweaks to their plans. The most popular change is **MEDIA TRAINING.**”



# Thank You!

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