



Utilizing the Media During an Emergency

PRESENTED BY BROOKIE CRAWFORD



DEFINITION

Crisis Communications

Getting the **right** information to the **right** people at the **right** time so they can make the **right** decisions.



BEFORE THE EMERGENCY

Building Relations with the Media

- Be responsive
- Be accessible
- Respect their deadlines
- Invite the media to your events

BEFORE THE EMERGENCY

Emergency Plan

- Have a communication component
- Include your PIO in planning process
- Draft communications messages
- Keep relevant by reviewing regularly
- Clear implementation protocols
- Test plan often





SIX PRINCIPLES

Crisis Communication

Be First

**Express
Empathy**

Be Right

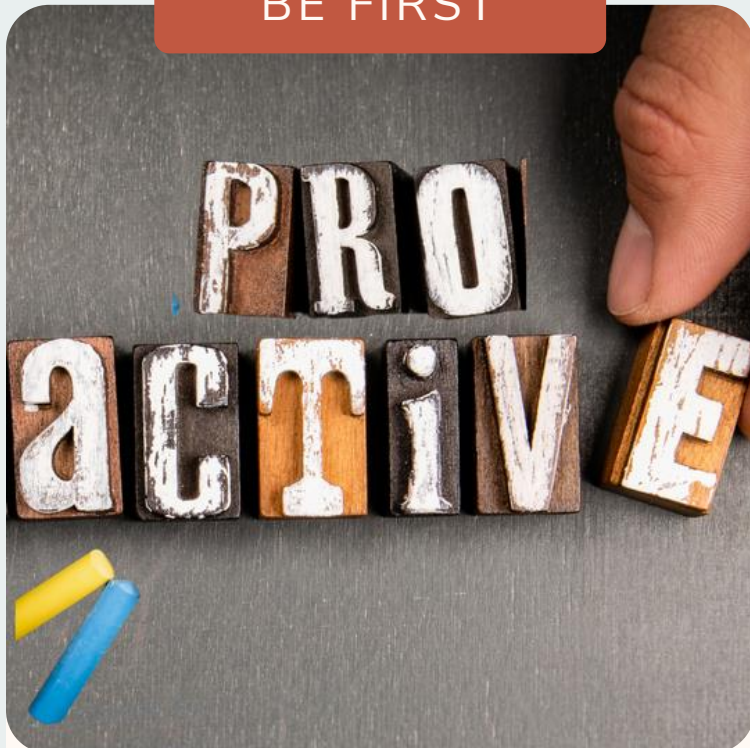
**Promote
Action**

Be Credible

**Show
Respect**

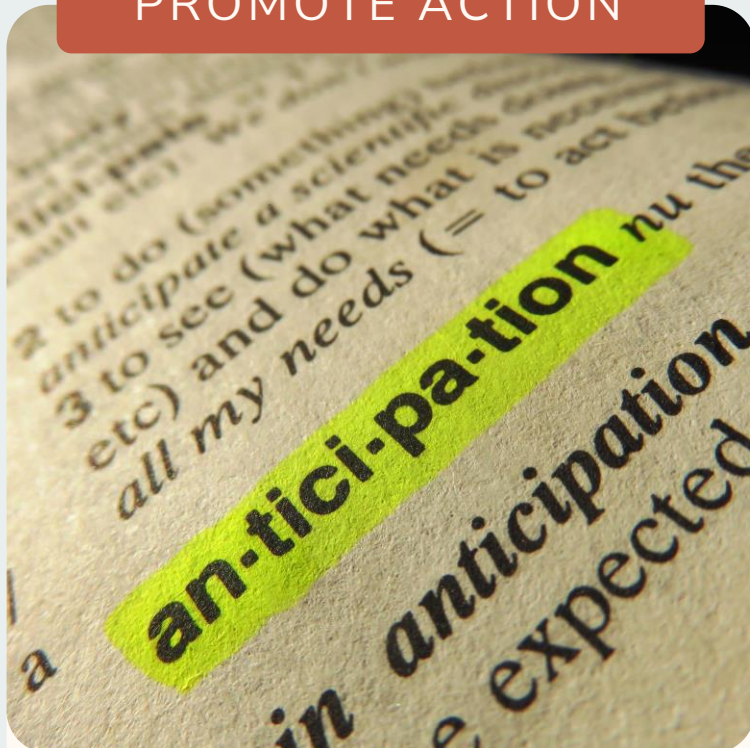
During the Emergency

BE FIRST



Be Proactive

PROMOTE ACTION



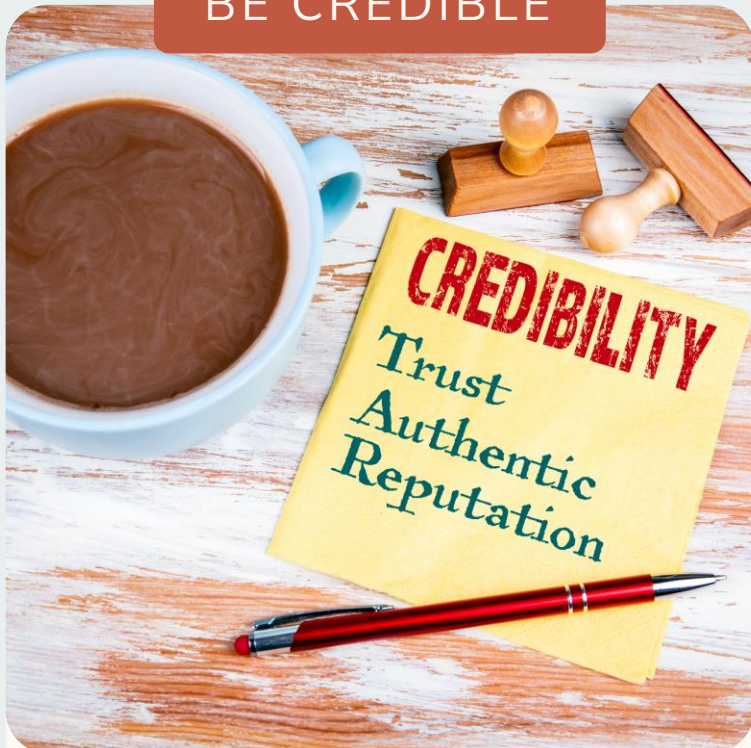
Be an Anticipator

BE RIGHT



Be Open & Honest

BE CREDIBLE



Be Credible



PROACTIVE

DURING THE EMERGENCY

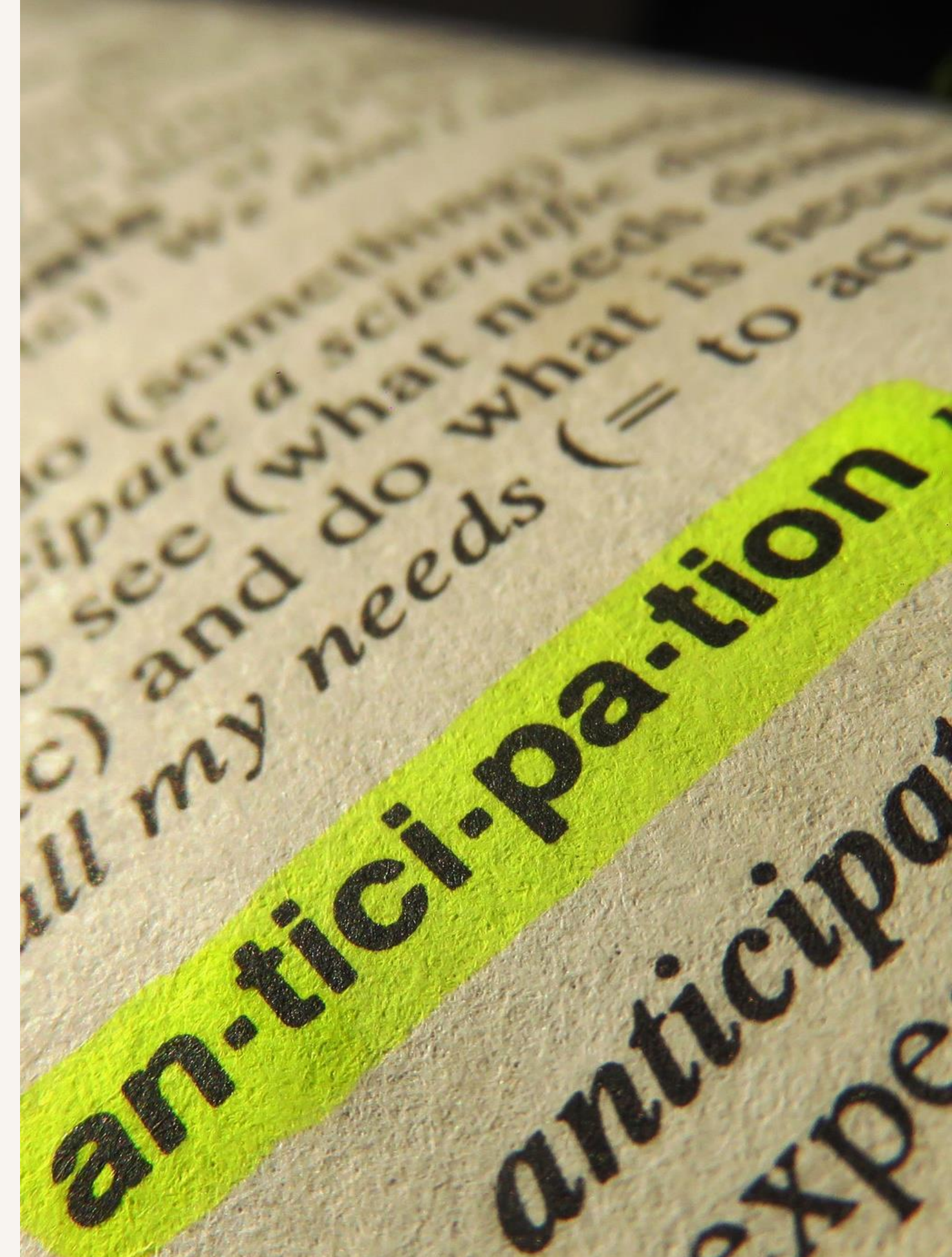
Be Proactive

- Alert PIO
- Establish roles
- Appoint Spokesperson(s)
- Set boundaries/ expectations
- Communicate early

DURING THE EMERGENCY

Be an Anticipator

- Anticipate the communications needs of the public
- Communicate simply
- Communicate frequently
- Promote action
- Repeat, repeat, repeat



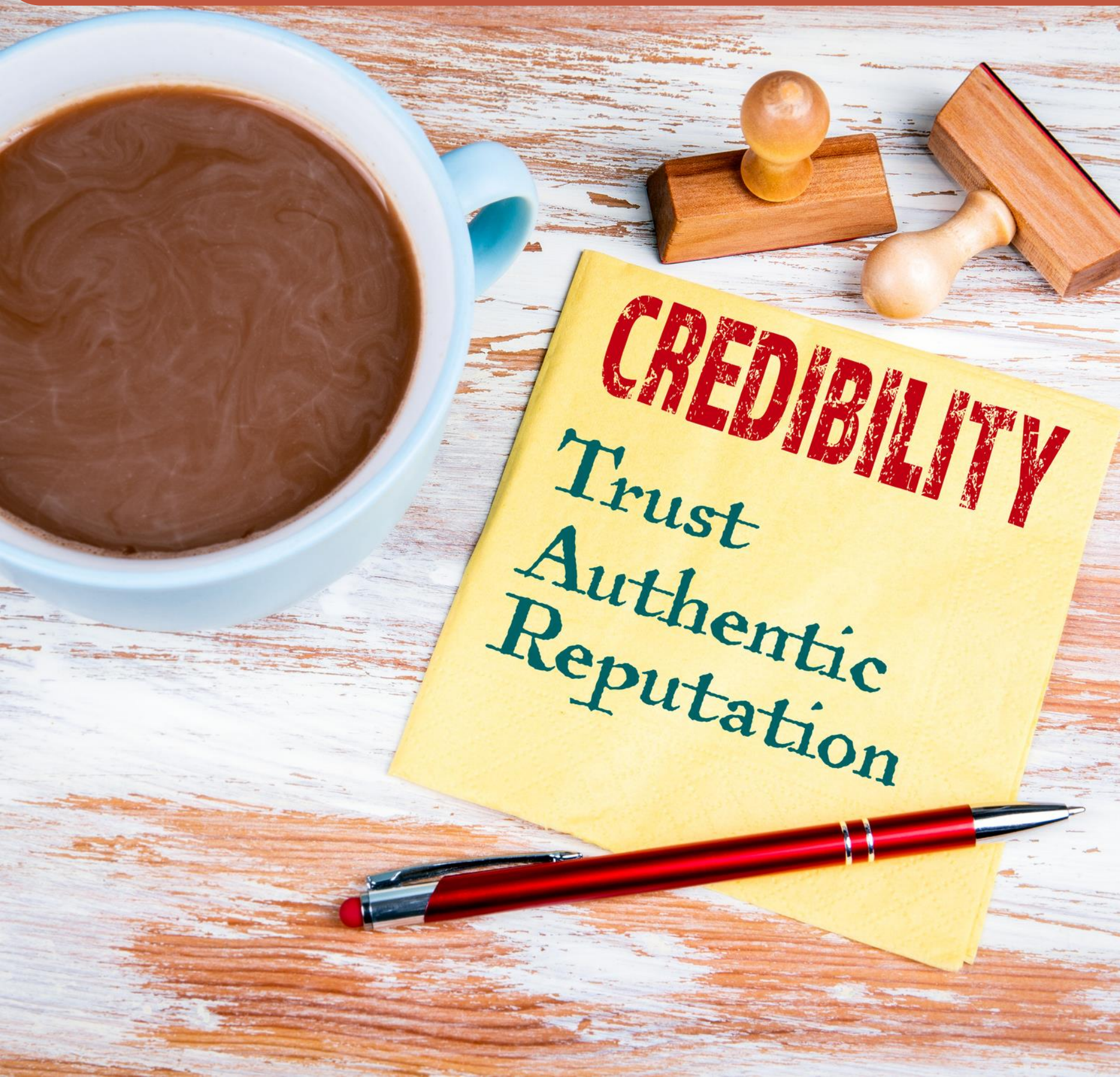


Be
honest!

DURING THE EMERGENCY

Be Open and Honest

- Be candid
- Be transparent
- Frame positively
- Show empathy



DURING THE EMERGENCY

Be Credible

- Focus on the facts
- Use qualifiers
- Critical information up front
- Coordinate with leadership; partners
- Don't overpromise
- Don't mislead, lie, blame

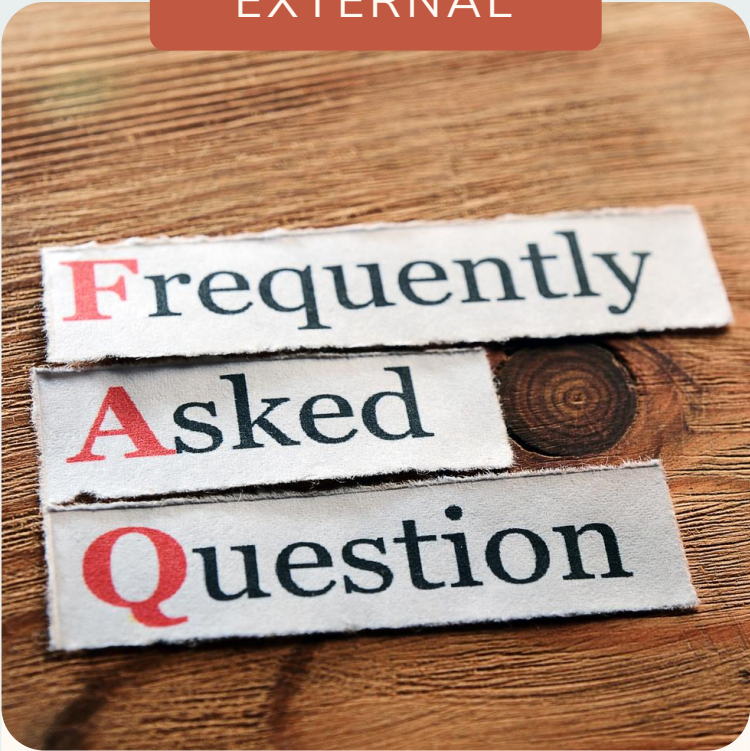
Messaging Tools

EXTERNAL



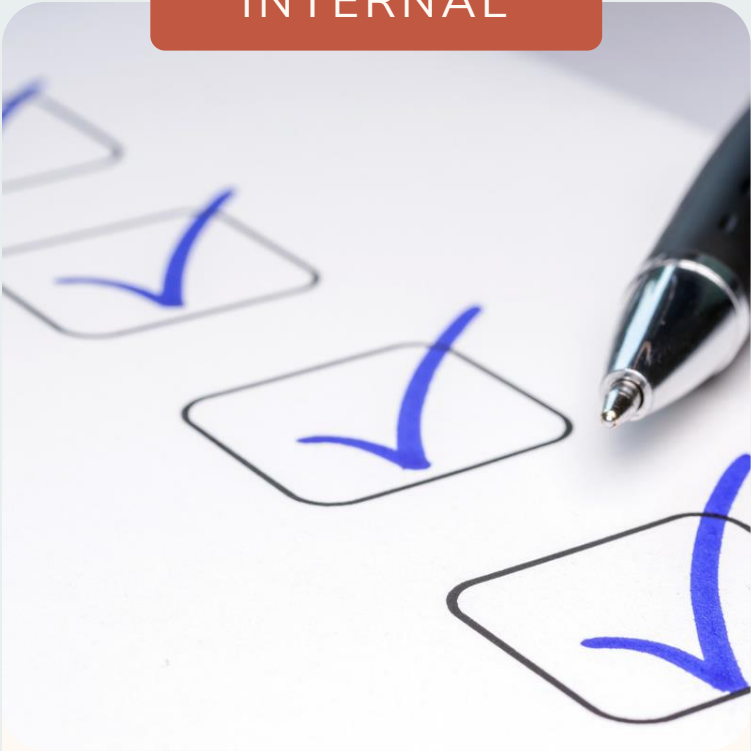
Statements

EXTERNAL



FAQs

INTERNAL



Talking Points

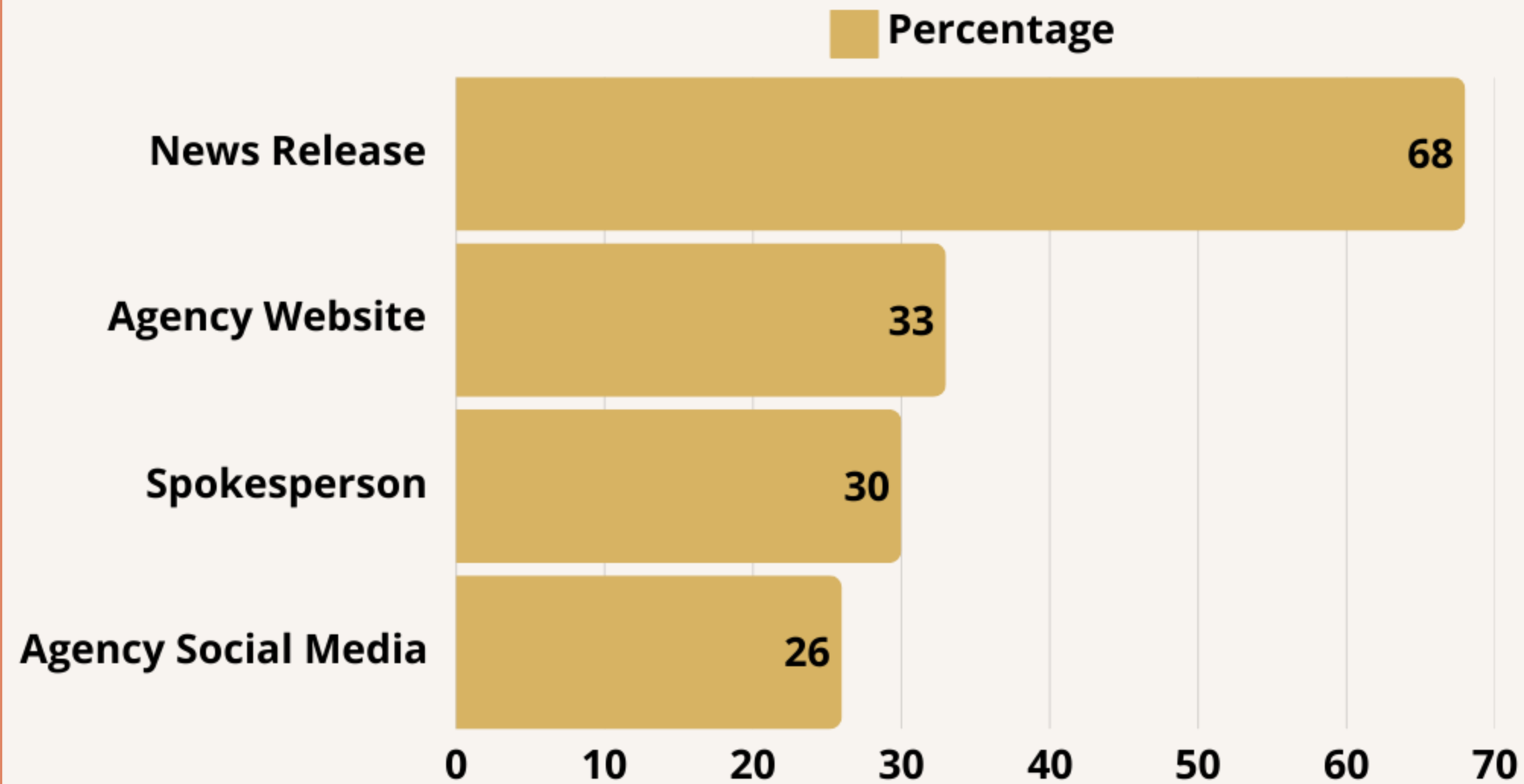
INTERNAL



Message Map

UNDERSTANDING THE MEDIA

Where Media Get Info



Source: Cision's 2024 State of the Media Report





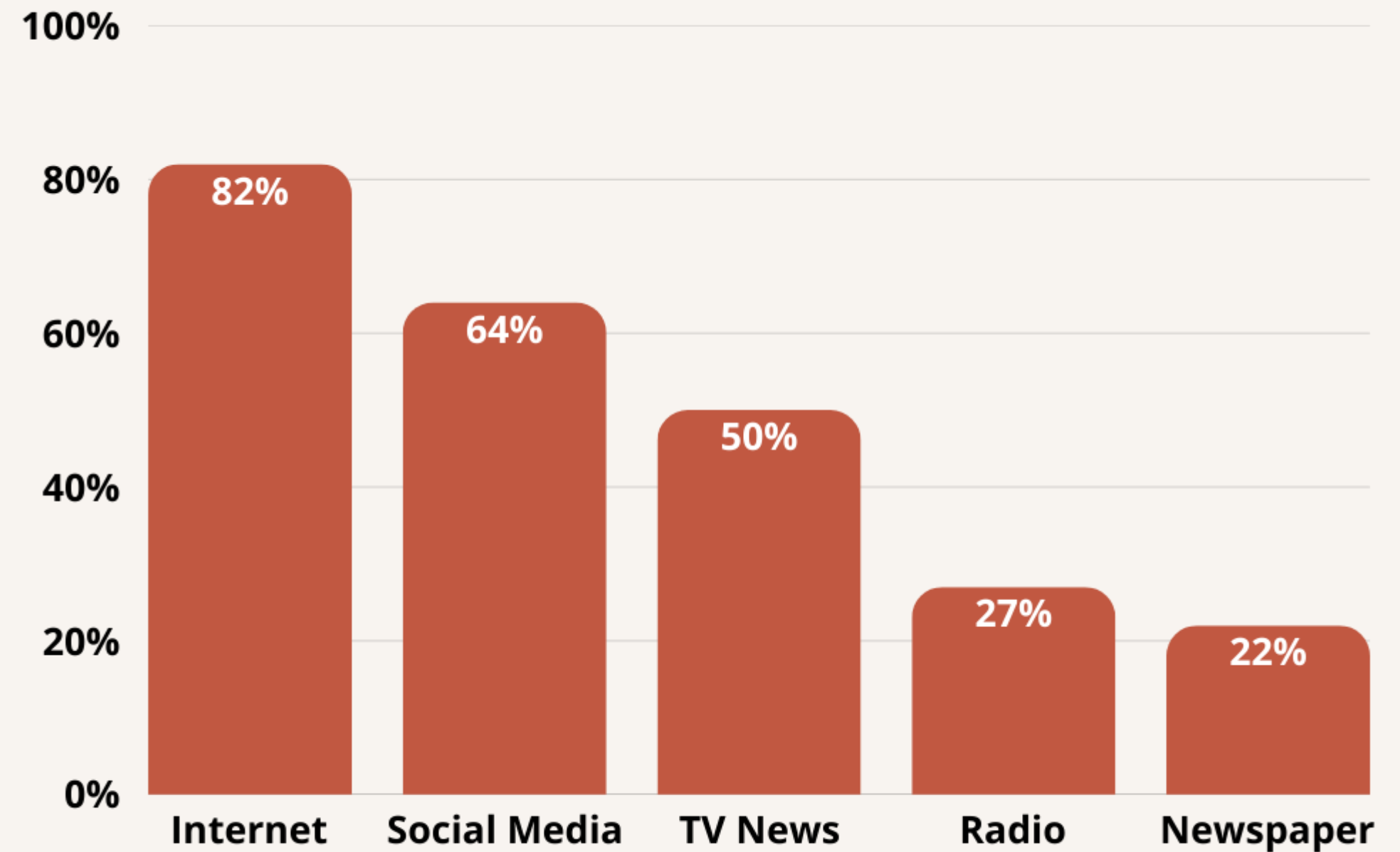
AFTER THE EMERGENCY

Follow Up

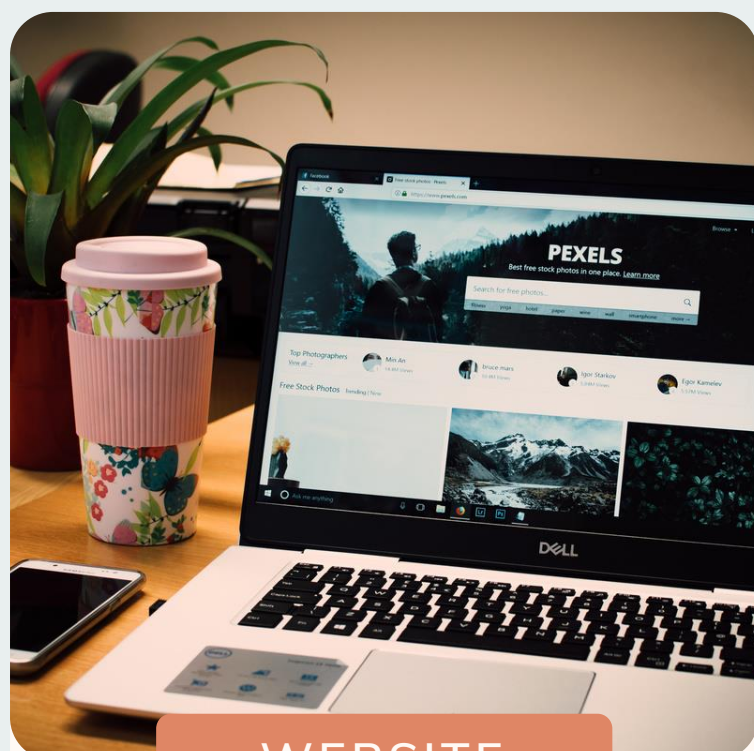
Just because the emergency is over doesn't mean the story is over.

More than Media

- Media is no longer the only way to get out your message
- Update your website
- Post to social media



Other Resources for Emergency Messaging



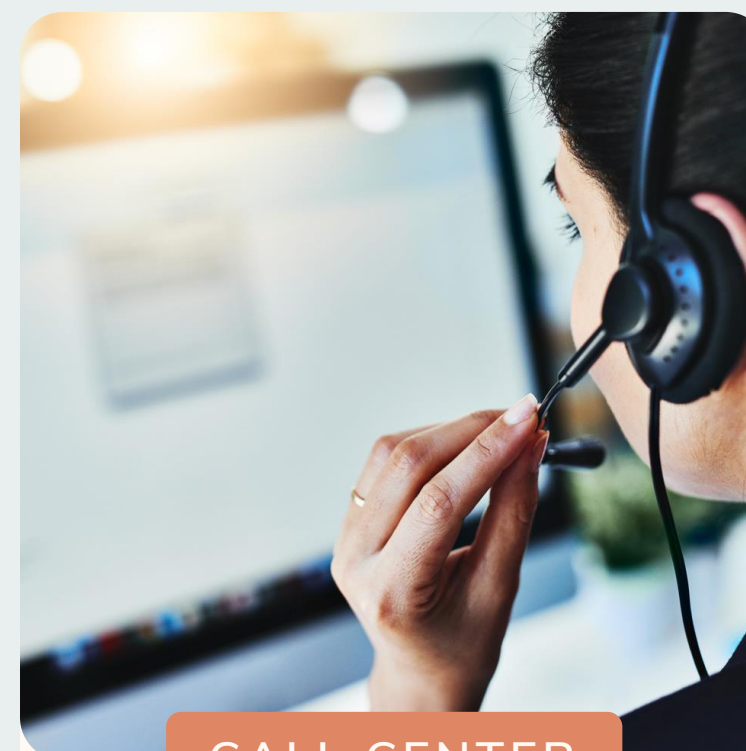
WEBSITE

- Incident pages
- Website banners
- Newsrooms



SOCIAL MEDIA

- Posts
- Easy to update
- Link to website for more information



CALL CENTER

- Provide FAQs
- 1 hour setup
- 877-829-4682 Option 2
- M-F, 8 to 5



COMMUNITY
OUTREACH

- Town halls
- Community meetings
- Flyers
- Emails



UTILIZING THE MEDIA

Questions?

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JULY

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