



# 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**

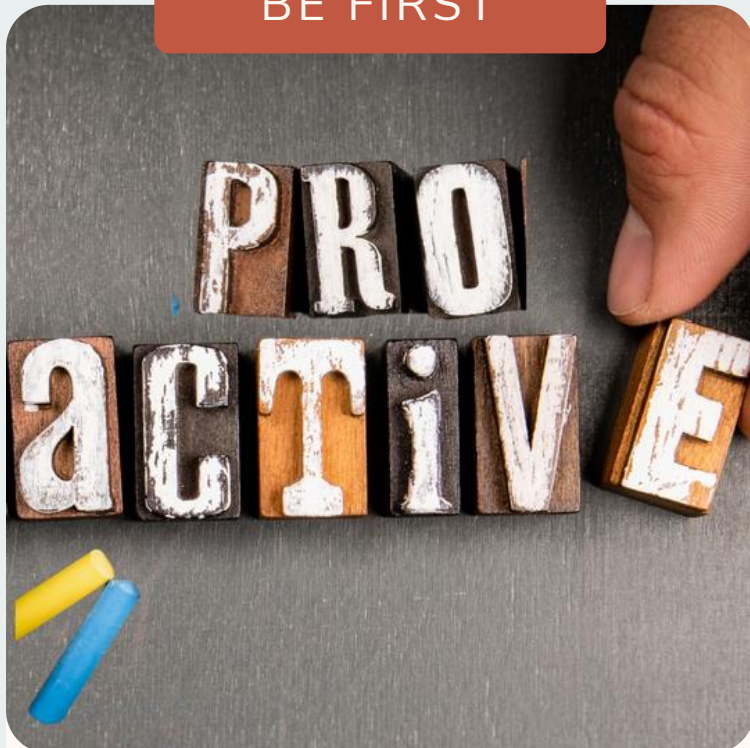
**Be Credible**

**Show  
Respect**



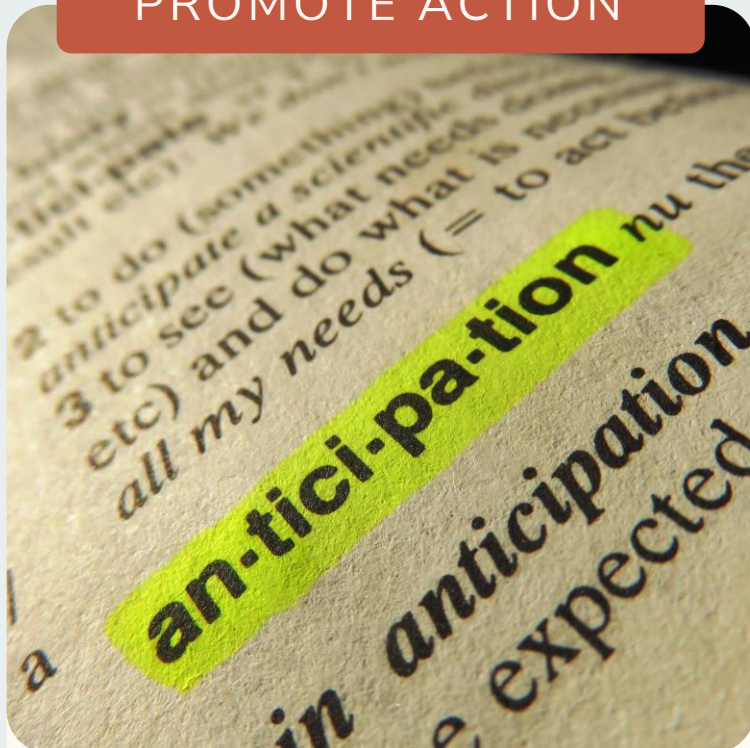
# During the Emergency

BE FIRST



**Be Proactive**

PROMOTE ACTION



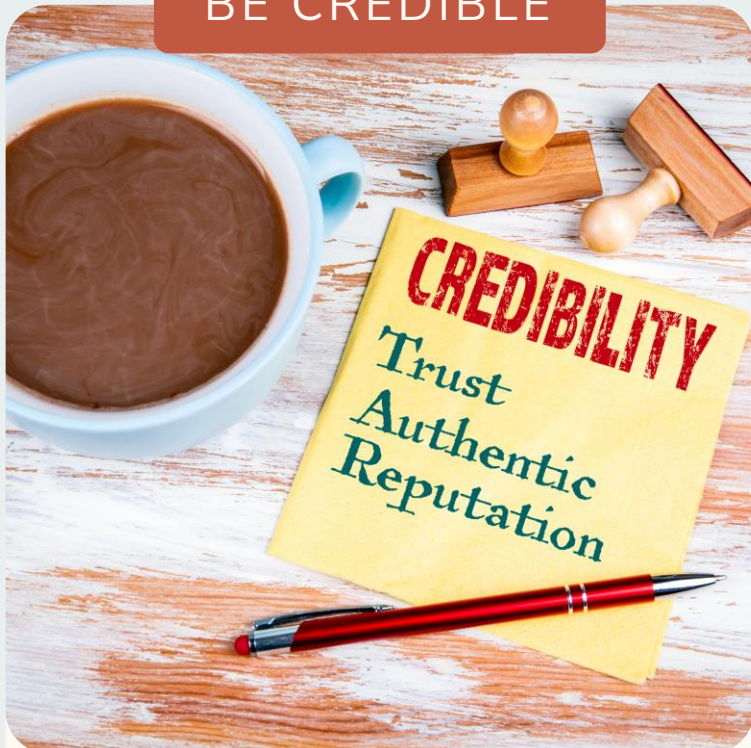
**Be an Anticipator**

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







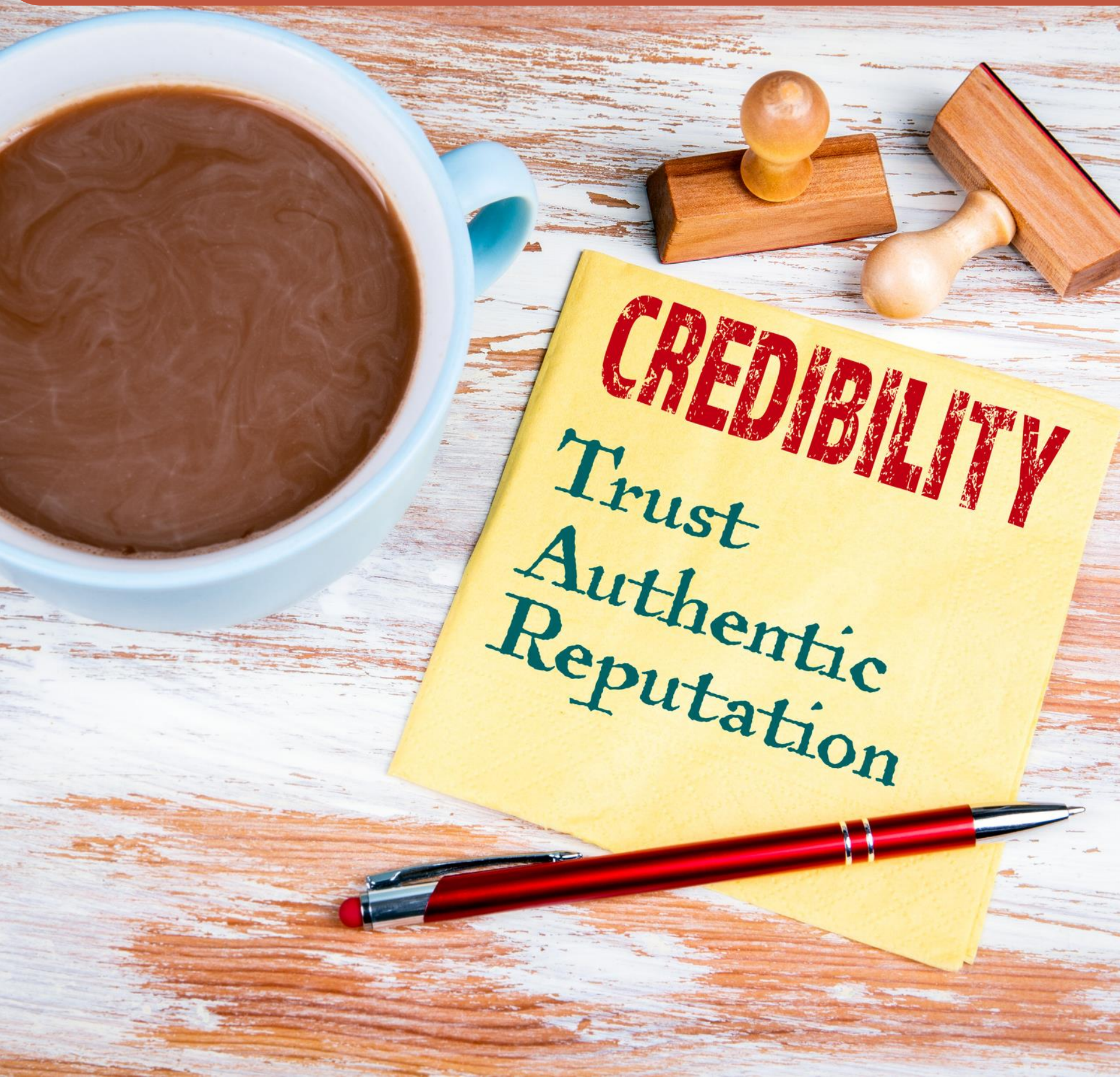
Be  
honest!

DURING THE EMERGENCY

## Be Open and Honest

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





DURING THE EMERGENCY

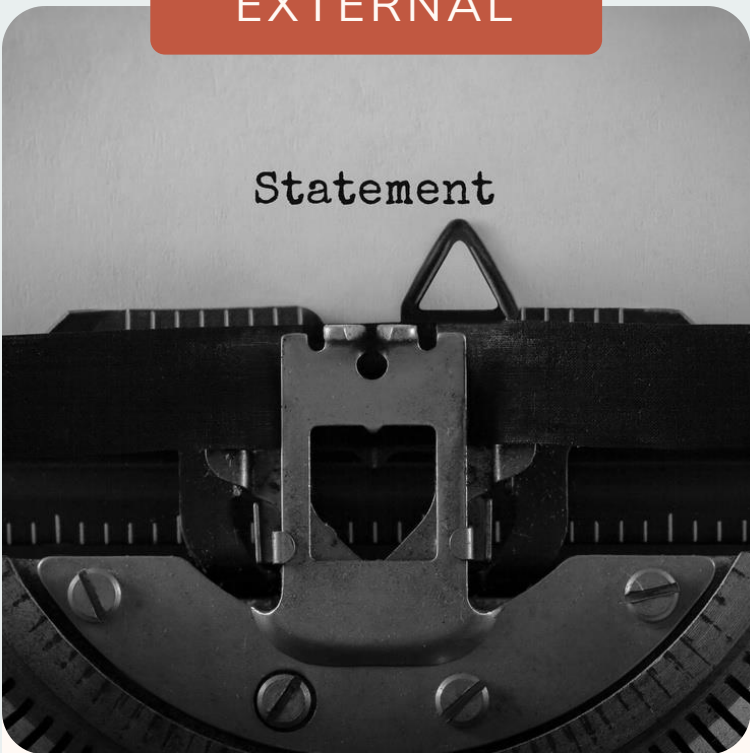
## Be Credible

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



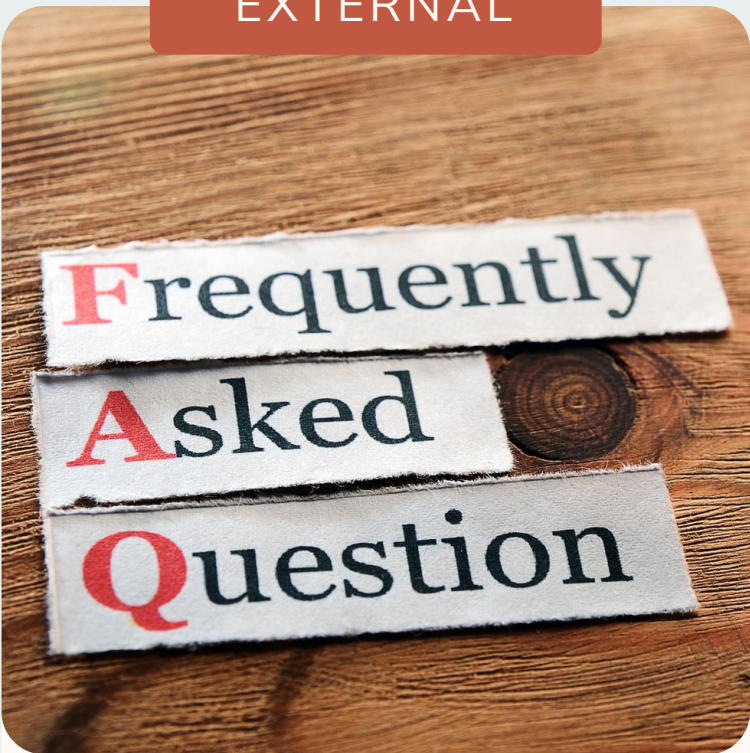
# Messaging Tools

EXTERNAL



Statements

EXTERNAL



FAQs

INTERNAL



Talking Points

INTERNAL

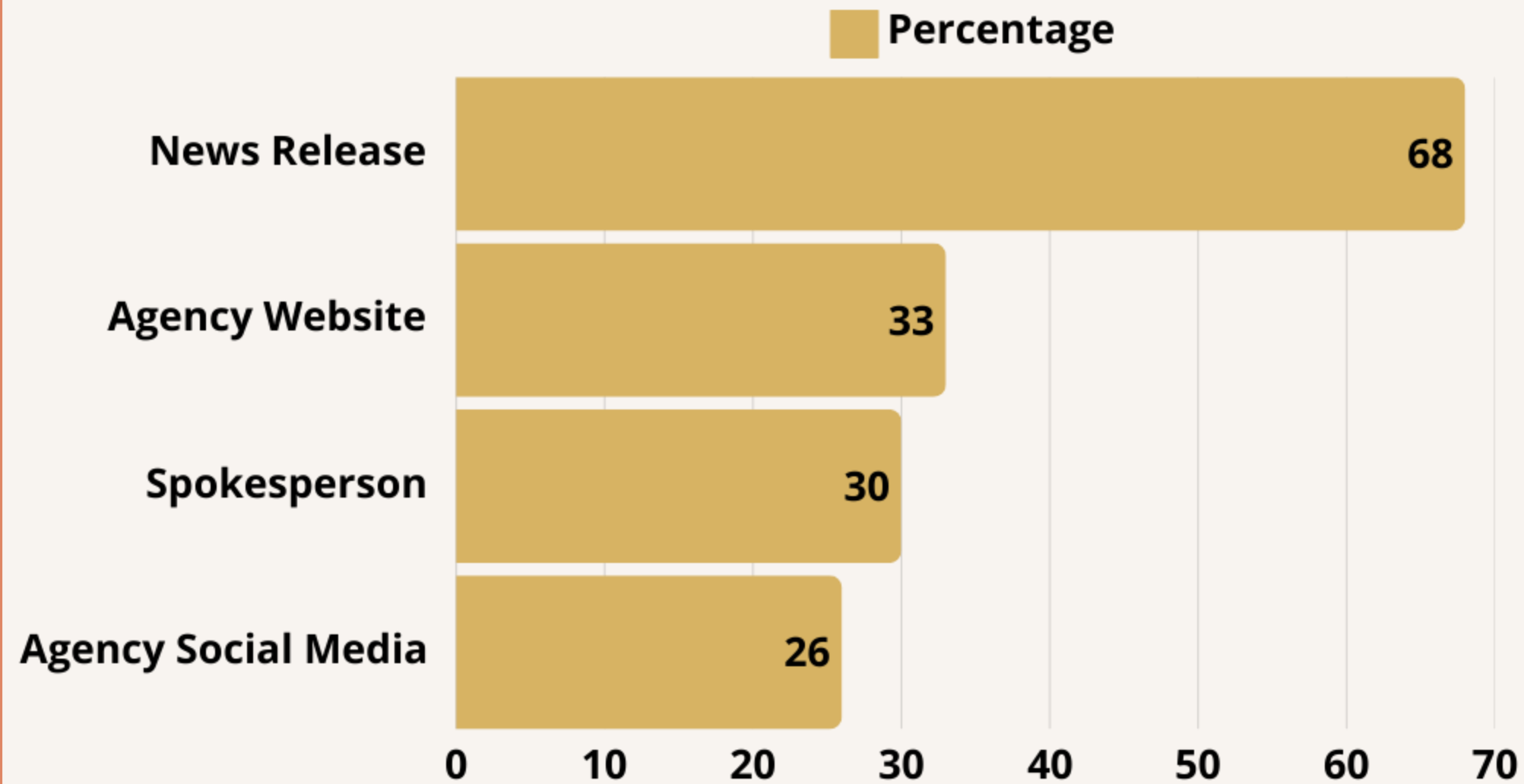


Message Map



## UNDERSTANDING THE MEDIA

# Where Media Get Info



Source: Cision's 2024 State of the Media Report







AFTER THE EMERGENCY

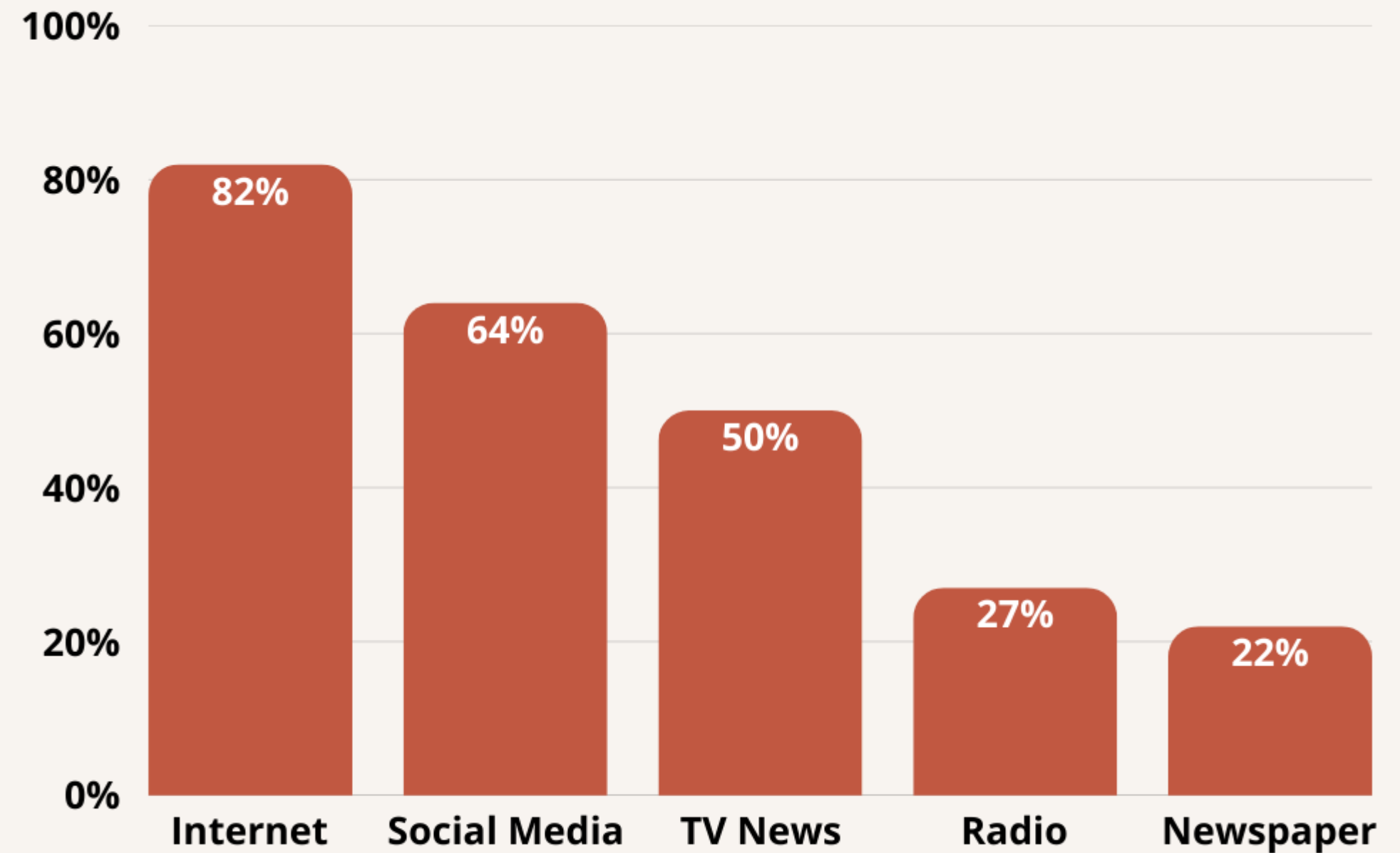
# Follow Up

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



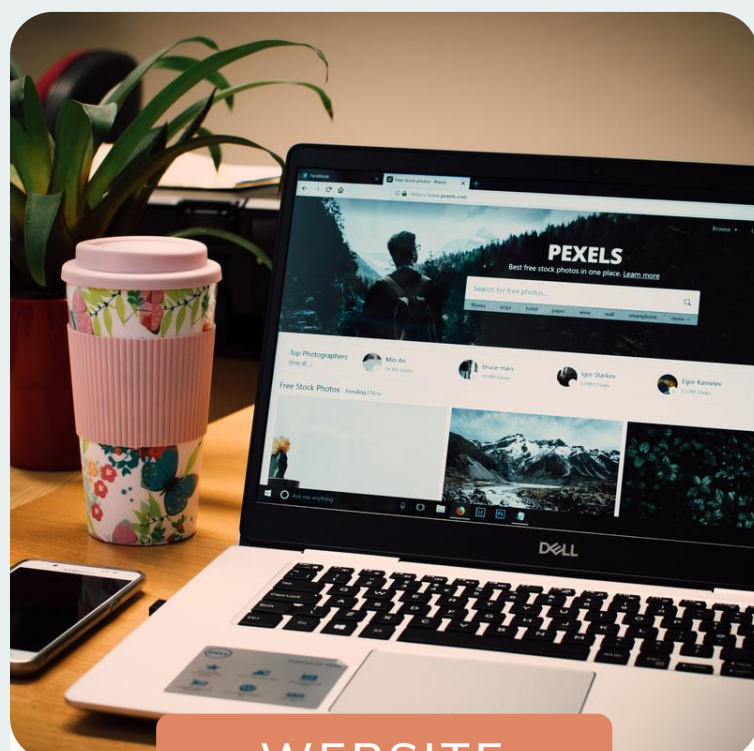
# More than Media

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





# Other Resources for Emergency Messaging



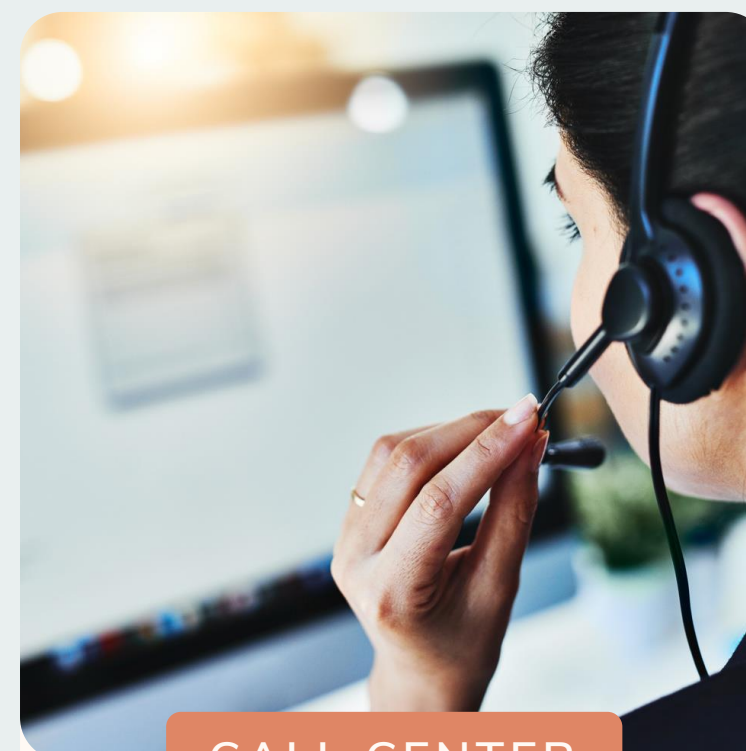
WEBSITE

- 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?

**Brookie Crawford**

Risk Communications Manager

Virginia Department of Health

(804) 517-9462

brookie.crawford@vdh.virginia.gov

JULY

AUG