

CRISIS EMERGENCY RISK COMMUNICATION

Build Trust and Credibility

- Empathy and caring
- Competence and expertise
- Honesty and openness
- Commitment and dedication

Top Tips

- Don't over reassure
- Acknowledge uncertainty
- Express wishes ("I wish I had answers.")
- Explain the process in place to find answers
- Acknowledge people's fears
- Give people things to do
- Ask more of people (share risk)

As a Spokesperson

- Know your organization's policies
- Stay within the scope of responsibilities
- Tell the truth, be transparent
- Embody your agency's identity

BE FIRST. BE RIGHT. BE CREDIBLE.

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Prepare to Answer These Questions

- Are my family and I safe?
- What can I do to protect myself and my family?
- Who is in charge?
- What can we expect?
- Why did this happen?
- Were you forewarned?
- Why wasn't this prevented?
- What else can go wrong?
- When did you begin working on this?
- What does this information mean?

Prepare to Answer These Questions

- "What's important to remember is ..."
- "I can't answer that question, but I can tell you ..."
- "Before I forget, I want to tell your viewers ..."
- "Let me put this in perspective ..."

CONSISTENT MESSAGES ARE VITAL

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