

RED SKY



RedSkyPR.com

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Communication & Collaboration in Times of Crisis





“

Every message
opportunity is a
reputation opportunity.

—

“ To showcase an institution's character, its commitment to its promise and its values.

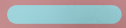
Misinformation & Mistrust



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We live in a 'speed of thumbs' world



AMERICANS ARE **STRONGLY CONCERNED** ABOUT POTENTIAL TRAVEL CRISES

- 69%** I would be concerned about traveling to a place where there's been an act of terrorism or a shooting recently.
- 56%** I feel more concerned for my safety and security when I travel now than I did five years ago.
- 48%** Safety and security concerns (e.g., terrorism, shootings) make me less willing to travel.
- 47%** I feel more concerned for my health and well-being when I travel now than I did five years ago.
- 47%** There is not enough flexibility when booking travel to account for unforeseen events like natural disasters, extreme weather and safety and security threats.
- 42%** Health concerns (e.g., Zika virus, flu/disease outbreaks) make me less willing to travel.
- 39%** I worry more now than I did five years ago about getting stranded because of things weather disasters and security threats.
- 38%** The politics of a travel destination affects my decision to go there (e.g. bathroom bills, sanctuary cities, etc.).
- 32%** Natural disasters and extreme weather events make me less willing to travel.

Source: U.S Travel
State of American
Vacation 2018



Types of Crisis



Natural
Disaster



Accident



Public Health
Concern



Acts of
Violence



System Failure



Cyber
Attack



Misbehavior /
Malfeasance



Protest

Crisis or Issue?



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By the time you hear
the thunder, it's too late
to build the ark.

Key Areas to Address



Identify your team



Anticipate the bad



Develop a plan



Prepare messages

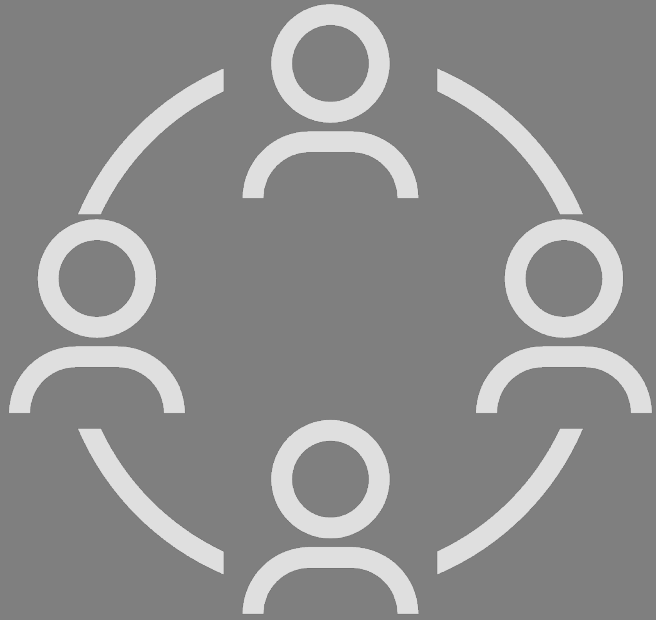


Review, practice and refine



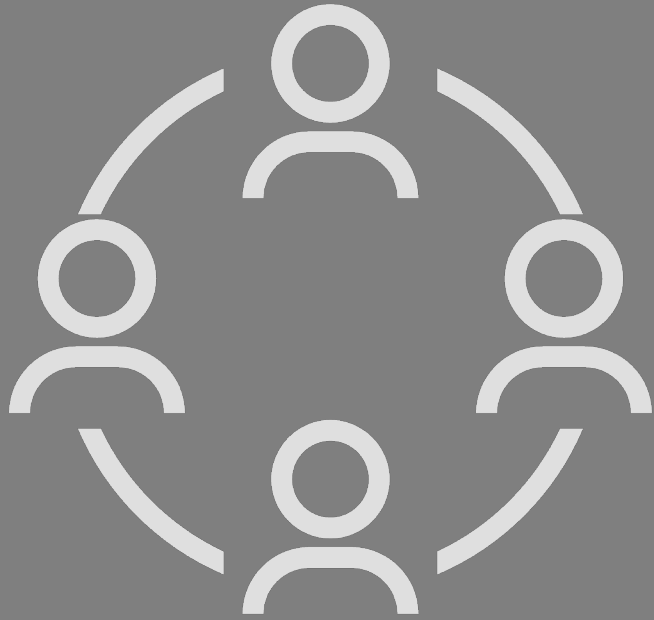
Identify Your Team

Define Your Roles (CMT)



- Leadership
- Operations / Facilities
- Legal / HR
- Communications / IT
- Public Safety

Who are Key Partners?



- Law enforcement
- City / County leadership
- Hospital / Health Centers
- Utility providers
- Public Land Management Agencies
- Major facility operators
- ?



Anticipate the Bad

Vulnerability Assessment



Vulnerability Assessment



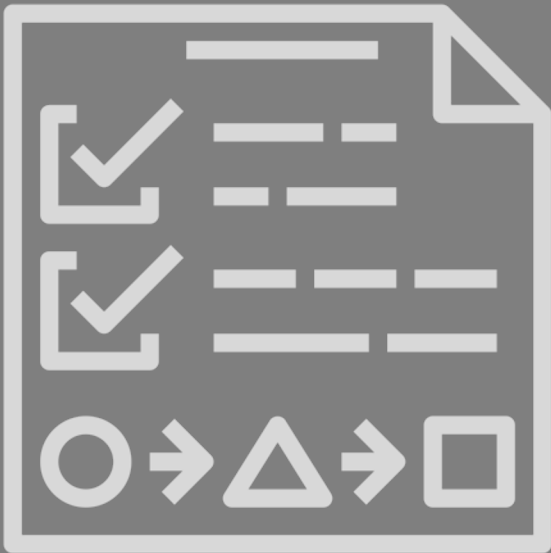
- What could happen?
- Where could it happen?
- Who/what could be the cause?
- What is outside of your control?
- What are you most concerned about?

A grayscale photograph of a person's hand pointing at a document. The hand is wearing a wristwatch with a white face and a dark strap. The background is a blurred document with some faint lines and a pen tip visible. A large, semi-transparent graphic overlay is on the left side of the image, containing various icons like a checkmark, arrows, and a document shape.

Develop a Plan

Elements of a Crisis Plan

- CMT
- Process & Protocols
- Key Audiences
- Communication Channels
- Partner Contact Information
- Crisis Scenarios
- Messages & Holding Statements



Audiences + Channels

- **Who** are your regular stakeholders?
- **Who else** could need to be engaged &/or informed?



Circles Over Silos



Audiences + Channels



What is Missing?



Potentially Pause & Pull





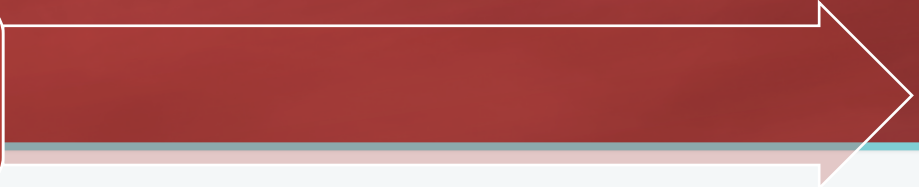
Awareness

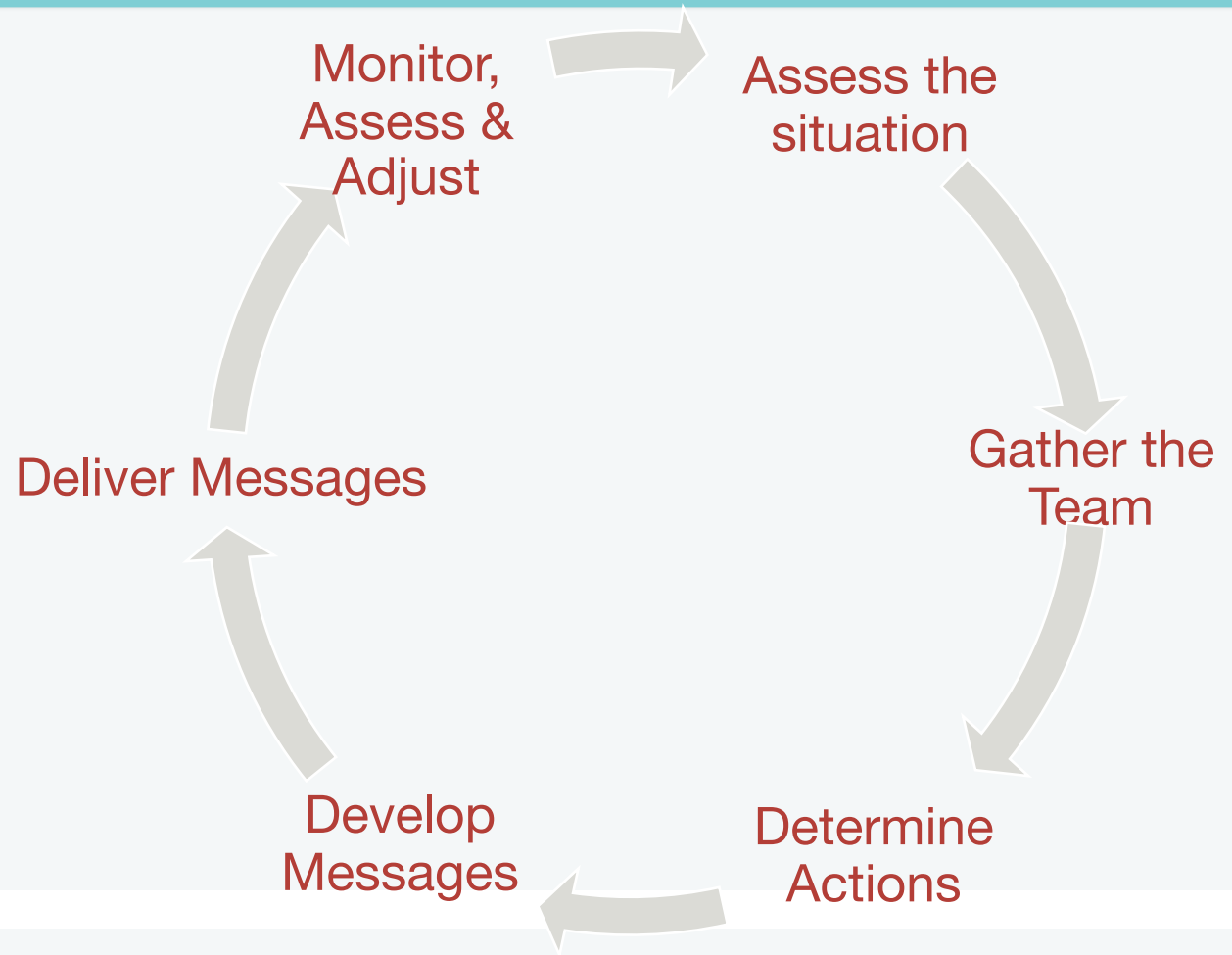
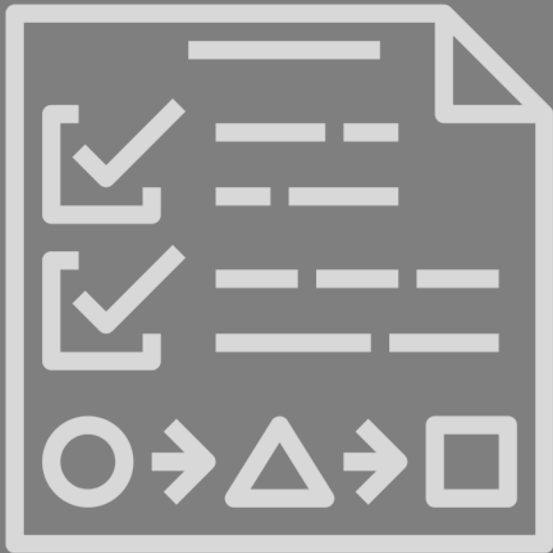
Monitor

Reactive

Proactive Engage

Offensive Reactive







- **Defer** to the authorities
- **Amplify** official statements
- **Share** accurate information




Craft Messages

Get Prepped



- Your 'boilerplate' overview
- Your mission &/or values
- Holding statements



What you
want to say

What they
care about

What They Care About



- *How did this happen?*
- *Am I in danger?*
- *How does it impact me? My family?
My vacation? My business?*
- *How do I know it won't happen again?*
- *Can I trust you?*
- *What happens next?*

Get Prepped



- What do you know?
- What can you share?
- What questions can you expect?
- What key messages do you want to communicate?

Message Delivery



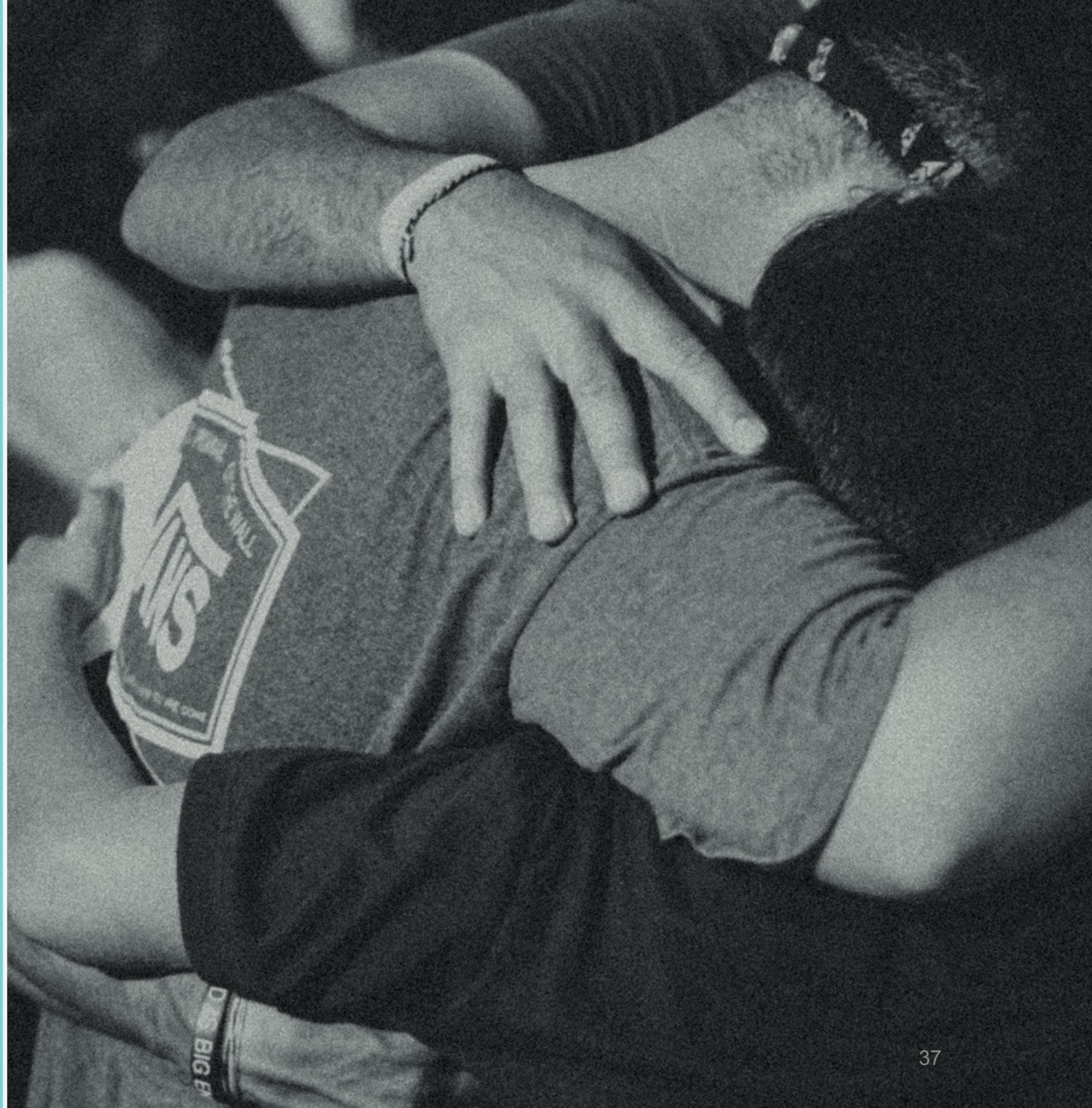
CLEAR

CREDIBLE

CONSISTENT

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Always
remember the
human impact



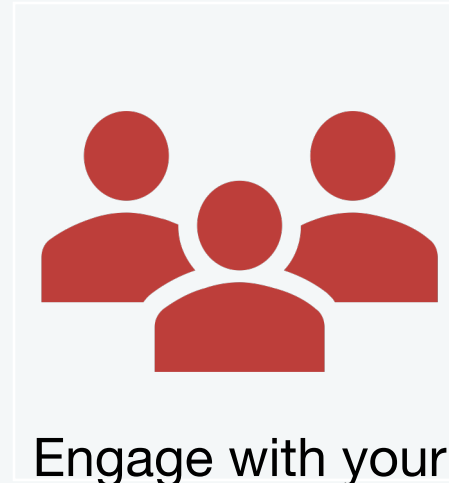
Next Steps



Identify your CMT



Begin assessing
vulnerabilities



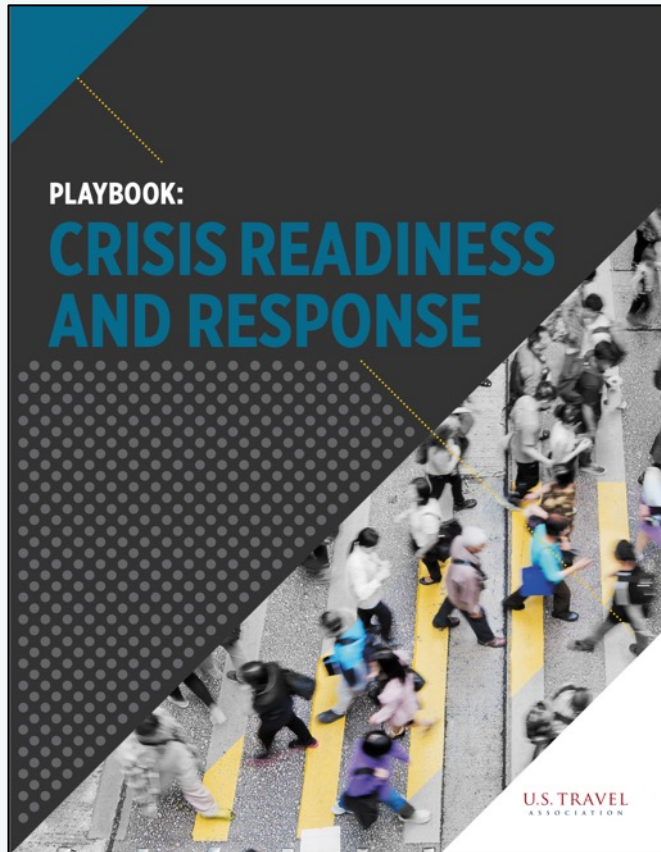
Engage with your
partners



Review what's
in the news

WHAT IF ... ?

Resources



Google “Playbook: Crisis Readiness and Response”

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Search

Disasters and Emergencies ▾ Make a Plan ▾ Get Involved Ready Business ▾ Ready Kids Resources ▾

Disasters and Emergencies

Make a Plan

Get Involved

Ready Business

Business

Getting Ready to Plan

Emergency Plans

Business Continuity Planning

Crisis Communications Plans

English

Identifying Audiences Contact Information Working with the Media

Message Development Contact and Information Centers

The need to communicate is immediate when an emergency occurs. Many different audiences must be reached with information specific to their interests and needs.

The crisis communications plan is an important component of a business' preparedness program. A business must be able to respond promptly, accurately and confidently during an emergency in the hours and days that follow.

www.ready.gov/business/emergency-plans/

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