crisis or chaos?

jennifer jones, usda forest service

crisis or chaos?

crisis – a situation that has reached a critical phase

chaos – a state of utter confusion

3 simple steps to successful crisis communications

1. ***develop*** a crisis communications plan ***ahead of time***.
2. ***test*** your crisis communications plan ***regularly***.
3. ***update*** your crisis communications plan ***often***.

develop your crisis communication plan

- Should be short and sweet

- Consider organizing by crisis type

- Should include:
  - Key internal and external contact names, phone numbers, email addresses
    - Organization leadership
    - Partners
    - News media
    - Elected officials
    - Community VIPs

crisis communication plan

crisis type:

internal contacts:

external contacts:

develop your crisis communications plan

- Information development, review, and release policies and procedures
- Key messages
- Key facts and figures
- Potential spokespersons

key message examples

•This was a tragic accident, and our hearts go out to the (last name of victim) family, (his/her) friends and (his/her) colleagues.

•We are deeply saddened by the loss of (this/these) firefighter(s). Firefighter and public safety is always the top priority in wildland fire management.

•We are deeply committed to learning from this accident and to doing everything we can to prevent similar incidents from happening in the future.

•The USDA Forest Service investigates all serious accidents according to protocols and procedures outlined in the agency's Accident Investigation Guide.

•The first step in the process is to assemble a Serious Accident Investigation Team and to send them to the site as soon as possible. The team typically prepares a factual report, which is made available to the public, and a management evaluation report for internal use. An Accident Review Board is then convened to examine the recommendations in the reports and to develop a Safety Action Plan to address them.

key facts and figures examples

•Public Law 107-203 requires the U.S. Department of Agriculture Inspector General to conduct an independent investigation of "…each fatality of an officer or employee of the Forest Service that occurs due to wildfire entrapment or burnover,…"

•Between 2005 and 2009, a total of 85 local, state, and federal government employees died fighting wildland fires. Of those, 32 died in aviation accidents; 16 died of heart attacks/medical causes; 15 died in driving accidents; 9 died in burnovers; 5 died in hazard tree incidents; and 8 died of other causes such as heat illness, falls, or electrocution *(Source: NWCG Wildland Firefighter Fatalities by Cause 1999-2009).*

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StevenFromBB10 Steven Daigle
Remnants from the **Texas Fires**, took out a lot of huge lakehouses! yfrog.com/h4ss0gfj
3 hours ago

RepJoeDeshotel Joe Deshotel
RT @pollabear: When you succeed in shrinking govt. so small it can't put out its own **fires**, ask for a bailout. http://ow.ly/4O0Cw #txlege
3 hours ago

pollabear Joe Deshotel
When you achieve "success" in shrinking govt. so small it can't put out its own **fires**, ask for a bailout. http://ow.ly/4O0Cw #txpolitics
3 hours ago

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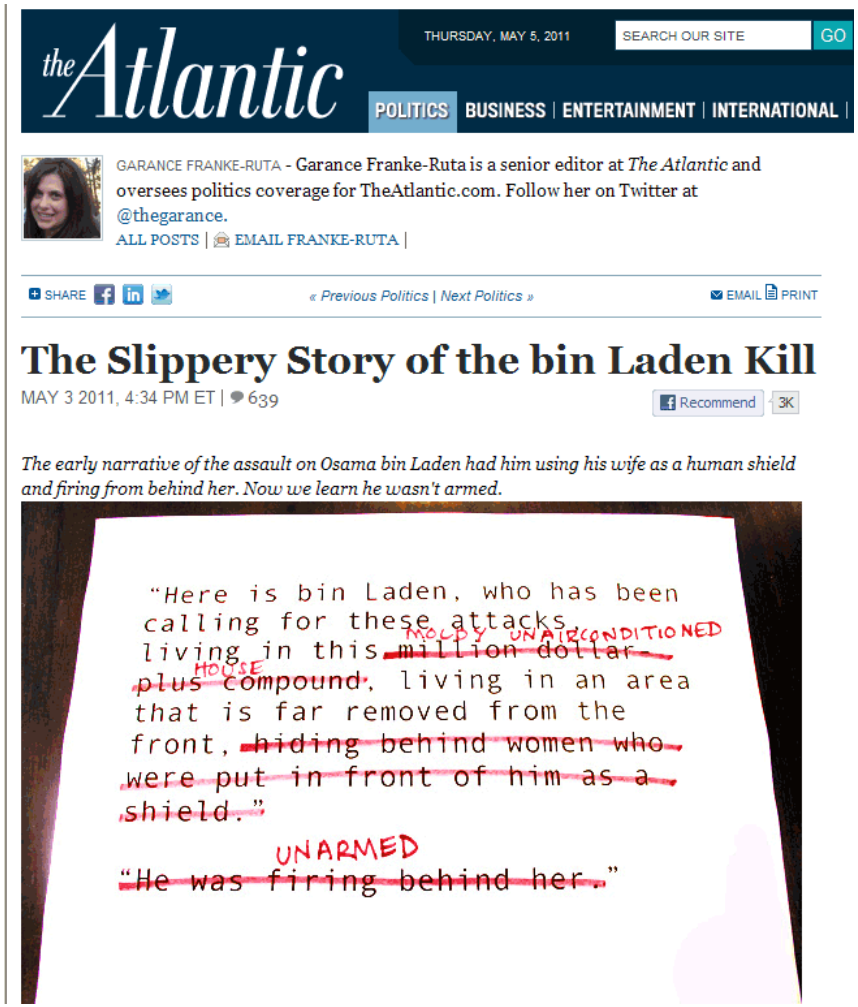
a word to the wise…



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The Slippery Story of the bin Laden Kill

MAY 3 2011, 4:34 PM ET | 639 Recommend 3K

The early narrative of the assault on Osama bin Laden had him using his wife as a human shield and firing from behind her. Now we learn he wasn't armed.

"Here is bin Laden, who has been calling for these attacks, living in this ~~million dollar-plus~~ MOLDY UNAIRCONDITIONED HOUSE ~~compound~~, living in an area that is far removed from the front, ~~hiding behind women who were put in front of him as a shield.~~"

"~~He was firing behind her.~~" UNARMED

crisis communication plan

key messages:

key facts and figures:

potential spokespersons:

develop your crisis communications plan

- Operational details
  - Information center location and backup
  - "The help"
  - Phone and fax lines
  - Websites/social media

crisis communication plan

information center location and backup:

the help:

phone and fax lines:

websites and social media:

test your crisis communications plan

update your crisis communications plan

comments and questions?

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