

## **CRISIS EMERGENCY RISK COMMUNICATION**

### **Build Trust and Credibility by Expressing:**

- + 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 fear.
- + Give people things to do.
- + Ask more of people (share risk).

### **As a Spokesman**

- + Know your organization's policies.
- + Stay within the scope of responsibilities.
- + Tell the truth. Be transparent.
- + Embody your agency's identity.

**CONSISTENT MESSAGES ARE VITAL**

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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 here?
- + 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?

**Stay on Message**

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

**BE FIRST. BE RIGHT. BE CREDIBLE.**



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