

NAVIGATING THE COMPLEX LANDSCAPE OF TODAY'S CRISIS COMMUNICATIONS





OVERVIEW

TODAY'S REPORTERS

- Younger and more inexperienced
- More multi-media reporters
- Have multiple deadlines during a shift
- Focused more on digital and social media than on the broadcast network





BEFORE ENGAGING WITH MEDIA

- Branding
- Social Media
- Prepare Key Messages
- Confirm Facts
- Inter-agency Relationships
- Identify the Spokesperson



ENGAGING WITH MEDIA

- Stay calm and professional
- Stick to facts/verified information
- Cutting through the noise
- Correct misinformation immediately
- Lead with empathy
- Keep updates consistent across all platforms: Press briefings, social media, and website





FOLLOWING MEDIA ENGAGEMENT

- **Debrief internally:** what went well, what can be improved
- **Monitor coverage:** Track accuracy and community sentiment
- **Correct any misinformation**
- **Follow up:** Update as new facts are confirmed



POSTING ON SCENE

- Taking pictures or video at the scene of an emergency.
- Shows the public what we do and how we do it.
- Focus on your department and personnel.
- Avoid victims, faces and license plates at emergency scenes.





SUMMARY



Questions?

