



CRISIS COMMUNICATION TIPS

In the event of a crisis situation, there should be one designated person responsible for contact with members of the media. All other staff should decline answering questions and refer members of the press to the designated spokesperson.

Before answering any questions, the spokesperson should determine the facts surrounding the emergency or crisis situation. In many cases, the spokesperson should consult with legal counsel before answering questions if possible.

During an emergency, spokespersons are also encouraged to follow these do's and don'ts:

- Do provide factual information.
- Don't speculate, guess or provide false information.
- Do develop a prepared statement of exactly what information you want to release and then follow your statement.
- Don't feel obligated to answer all of the questions you are asked.
- Do communicate in a clear and concise manner.
- Don't use jargon or shocking descriptions.
- Do ask technical experts to provide explanations of complex situations if necessary.
- Don't allow pointed questions to alarm you.
- Do inform the media that public health and safety is your priority and that you are cooperating with regulatory agencies.
- Don't appear uncooperative or intimidated.