

Crisis Communications: A Primer for Teams

by Al Czarnecki, APR

TABLE OF CONTENTS

Introduction

Terms
Access to PDF files
Wicked situations
Case studies
URLs in PDF file for download
How to read this book
Feedback

Part 1: The Team

Chapter 1: Key Players and Their Roles

The senior management team
Problem-based learning
History's lessons

Part 2: The Crisis Soup

Chapter 2: Scenarios

Getting started
Disasters—broadcast archives
Disaster information
Organizational crises
Publics and stakeholders
Top-of-mind questions
Where and when
Recommended reading

Chapter 3: Resources

Crisis Readiness Checklist
Information useful to record
Emergency e-mail access
Web posting kit
Content Management System (CMS)
HTML kit for cross-trained staff
Reciprocal agreements and outsourcing
Really simple syndication (RSS) feeds
Portability—USB flash drives
Portability—Hard copy files
Portability—PDAs
Portability—Cell phones
Languages and culture

Chapter 4: Roles

Clarifying roles
A public health example
Coordinating roles
Fielding questions
Teamwork
IMS model
Teams

Chapter 5: Process

Crisis code
Media queries
Initial response
Notification
Research
Analysis
Communication
Evaluation
Breaking news
Practice and functionality
Communication plan elements

Chapter 6: Principles

Principles to consider

Part 3: Issues and Action

Chapter 7: Issues Management

Tracking issues
Media audit
Salient information
Periodical index
Internet search
Dedicated search software
Libraries and librarians
Industry norms on critical issues
Peer networks
Walking around
Focus groups, polls, surveys
Informed decisions
Business ethics—online resources

Chapter 8: Emotional Intelligence

Some perspectives
Nonverbal messages
Debriefing
Approach
Trust

Chapter 9: Focus

Having something to say
Major themes drive key questions
Broadening the issue
Narrowing the issue
Advocacy
Having well-defined limits

Chapter 10: News Conferences

Employee orientation
Internal sources
Internal news briefings
Mass media
External news conference
Location
Timing
Media advisories
Media handouts
MP3 files
Panel and presentation
Duration
Prepared statements
Questions
Breakout interviews
Microcassette recorders

Chapter 11: Media Accuracy

Nine Crisis Dos
Nine Crisis Don'ts
Monitoring the media
Google Alerts
DNA13
Facilitating media accuracy

Chapter 12: Testing

Time-tracking software
Murphy's Law
Establishing a critical path and raising the bar
Team tasks

Part 4: Resilience and Continuity

Chapter 13: Emergency Provisions

OFFICE . . .
Stress breaks
Medication
First aid
Employee assistance
Collective agreements
Commuting issues
Power outages
Fuel
Light
Water
Food
Hygiene
Pandemic influenza and infection control
Home quarantine
Data and system security
City resources
Planning for human and social needs

HOME . . .

Resources for family plans
Resources for family kits
Childcare
Elderly parent care
Special needs
Pet care

Part 5: Development

Chapter 14: Building Your Team

Readiness
A core competence
Energy and commitment
Layering builds capability
Gaining purchase
Sub-teams
The larger stage
Benefits of readiness

Appendix A:

Supplementary Material
Public relations counsel
Public Relations Policy DRAFT:
Media Coordination Policy DRAFT
Media directories
PDAs—Palm
PDAs—Blackberry
PDAs—Emergency chargers
Disaster-related associations and resources
For further reading
References

Appendix B:

Links to Web-based Resources
PDF file with bookmarked topics
and live links available for download

Available in softcover, hardcover
and Adobe eBook format at
www.topstory.ca
Copyright © 2007 by Al Czarnecki, APR
All Rights Reserved

