
Sudden Crisis Communication

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**If you don't know,
say so.**



THE CRISIS IS NOW.
EYES ARE ON YOU.
WHAT NEXT?



To Ask Yourself

1. WHAT IS MY ROLE **RIGHT NOW**?
2. WHERE/HOW DO I SERVE MY COMMUNITY BEST?
3. AM I HELPING?
4. AM I HURTING?
5. DO I KNOW THE MOST UP-TO-DATE INFORMATION?
6. AM I RESPONSIBLE FOR MAKING SURE ANYONE HAS INFORMATION? IF YES, WHO?
7. IF THIS IS A MULTI-AGENCY EVENT, DO I REPRESENT THE PRIMARY AGENCY?

**NO MATTER THE SPEED OF
THE CRISIS, YOU HAVE TIME
TO BREATHE.**



Be Aware

1. RELY ON PROFESSIONAL STAFF TO DO THE JOBS THEY HAVE.
2. BE AWARE OF POTENTIAL RAMIFICATIONS OF YOUR ACTIONS.
3. STAY IN TOUCH WITH THE PERSON WHO IS YOUR CONTACT, GIVE OTHERS SPACE.
4. INFORM YOUR POINT PERSON OF CONTACT WITH THE MEDIA OR RISING ISSUES.
5. FOIA IS ALWAYS IN EFFECT.
6. YOUR UP-TO-DATE INFORMATION WILL NOT STAY UP-TO-DATE.

USE YOUR ASSETS.



Tools

- PRESS RELEASES
- STATEMENTS
- PRESS CONFERENCES
- MEDIA AVAILABILITIES
- PUBLIC SERVICE ANNOUNCEMENTS
- SOCIAL MEDIA
- IN-HOUSE RESOURCES (PEG CHANNELS)
- PARTNER RESOURCES
- TOWN HALLS/SOCIAL INTERACTIONS

FIGHT, FLIGHT OR FREEZE?



When in Doubt

1. BE HONEST
2. LISTEN MORE THAN YOU TALK
3. PAUSE
4. PIVOT TO PROCESS
5. PRACTICE RADICAL EMPATHY

**START WITH EMPATHY.
END WITH EMPATHY.**



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say so.**



Questions?

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