

TAMIO WEBINAR – Crisis Communications & Management

Presenter: Bambi Hall, MLS

Public Information Officer – bambi.hall@txdot.gov

Texas Department of Transportation – Houston Division

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10:45 a.m. – noon

THINGS TO KNOW...

The Life of a Crisis Depends on You

- Kill the story when you can and as soon as you can – remember, you are firewall, buffer and first line of defense for your organization.

The first few hours of any crisis event are usually very chaotic; and, while every event is unique, some crisis communication steps are universal and can help your organization effectively manage most scenarios.

A crisis communications plan should also include protocols to:

- Verify the situation (*most important*)
- Establish information triage site, e.g., Joint Information Center (JIC)
- Conduct notifications and via established channels
- Conduct crisis assessment (*this is where you activate your crisis plan*)
- Organize assignments quickly for appropriate personnel
- Prepare information and obtain approval(s) from C-Suite
- Coordinate dissemination channels with IT (*what you can't access*)
- Release information through prearranged channels (*media relationships*)
- Obtain feedback and conduct crisis evaluations (*you can do this as you go*)
- Monitor post-events
- Identify opportunities for and then conduct public education

The plan to address key audience(s) should include five elements:

- Crisis communication team members and contact information
- Designated spokesperson(s)
- Meeting place/location for team and media
- Media plan with procedures (*predicated on severity of crisis*)
- Push coordination with IT (*information distribution*)