

CRISIS COMMUNICATIONS

For Government Leaders

The logo for the National League of Cities (NLC) consists of the letters 'NLC' in a bold, blue, sans-serif font. The 'N' and 'L' are connected at the top, and the 'C' is a simple circle.

NATIONAL
LEAGUE
OF CITIES

NLC-RISC RISK INFORMATION
SHARING CONSORTIUM

JULIE PARKER

Communic@tions

A man with short, light-colored hair, wearing a dark suit jacket over a light blue collared shirt, is shown from the chest up. He is looking slightly to his left and appears to be speaking. The background is dark, suggesting an outdoor night setting with some blurred lights. A news-style graphic overlay is positioned across the bottom of the frame.

WV WATER CRISIS

LIVE

GARY SOUTHERN

PRES., FREEDOM INDUSTRIES

YOUR SPEAKER

JULIE PARKER

- Communications Firm CEO
- Former IACP Senior Media Advisor
- Naval Postgraduate School's Center for Homeland Defense & Security SME
- Former WJLA-TV Reporter
- Former Media Director: PGPD / FCPD
- Guest speaker: FBI National Academy



OCTOBER 2002: WASHINGTON, D.C.




RUN IT LIKE A
NEWSROOM.

(IT'S YOUR
NEWS TO
BREAK.)



CRITICAL INCIDENT RESPONSE COMMUNICATIONS CHECKLIST

- 
1. Leadership learns of crisis (Communications team is a critical component of leadership team)
 2. Begin gathering information
 3. Communicate internally
 4. Share on social media for fastest form of communication (What we know now)
 5. Consider if media interviews are necessary and advantageous
 6. Monitor social media and media
 7. Prepare holding statement
 8. Potentially prepare for news conference
 9. Issue news release
 10. Continue to monitor social media and media

THERE ISN'T
TIME IN A CRISIS
TO CREATE A
PLAN.

It must be
muscle
memory.



ELEMENTS OF AN EFFECTIVE CRISIS COMMUNICATIONS PLAN

1. Defined Goals
2. Identified
Messengers/Roles
3. Defined Audiences
4. Defined
Communication Flows



WHAT'S YOUR GOAL(S)?

- Keeping the public safe through action they can take
- Gaining public cooperation that aids the government response
- Keeping the community and media informed of facts
- Relieving fear, anxiety, or anger
- Demonstrating transparency
- Building trust in the government response





Who is your audience?

How are their experiences different from yours?



THINGS TO CONSIDER

- Does your community have a complicated history?
- How are you currently viewed by the public?
- How might your perspective be different from community members?
- What jargon do you use that your community might not know?



WHO ARE YOUR MESSENGERS?

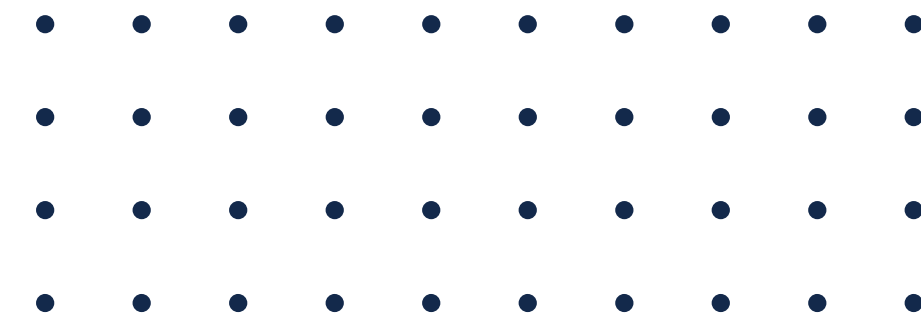
Consider someone who has:

- Emotional intelligence
- Maturity to understand different audiences
- Understanding of how your organization operates
- Trust to represent the organization

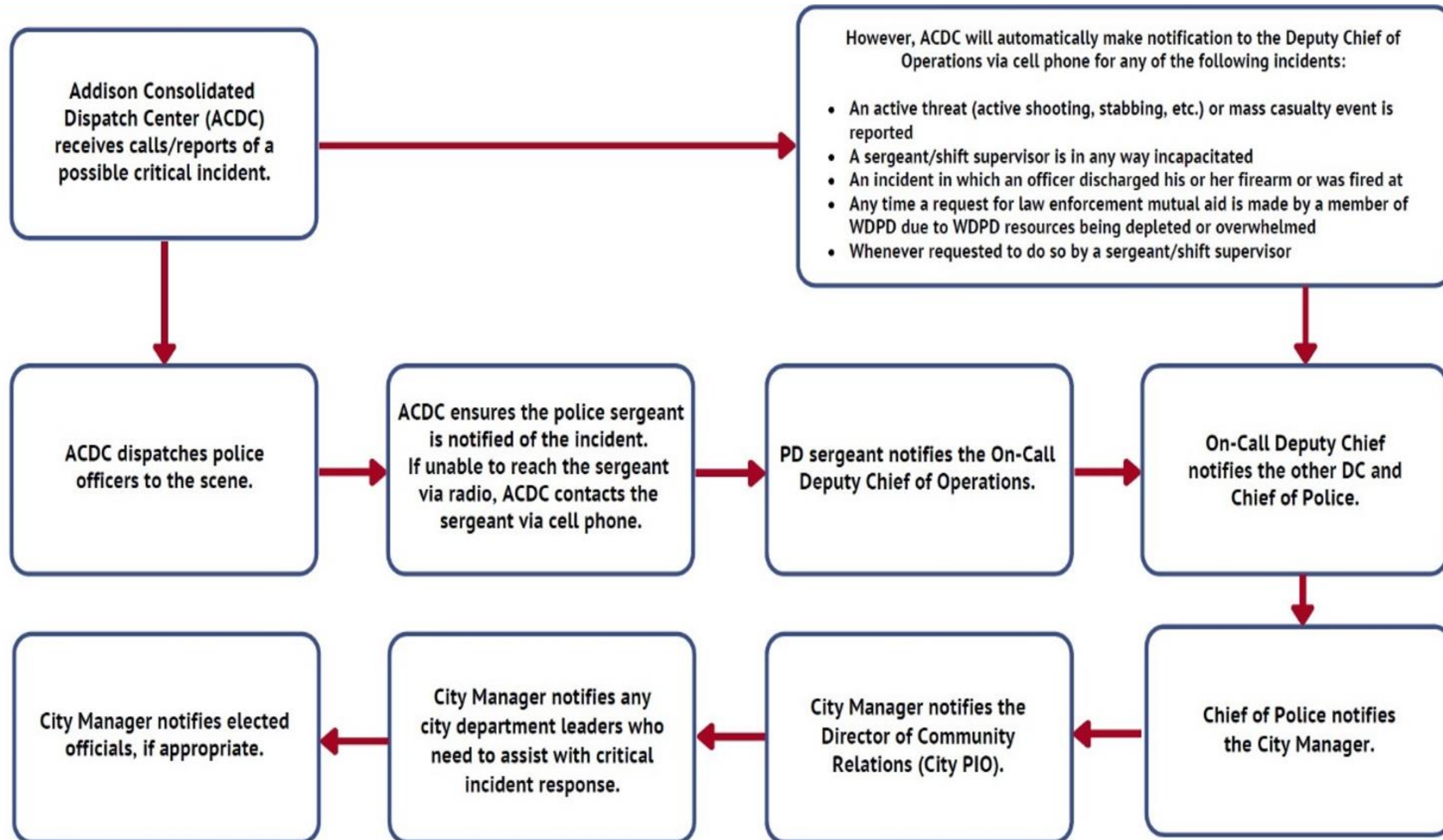
EVERYTHING YOU DO REPRESENTS YOUR BRAND



**Everything you do as
a representative of
your organization...
represents your
organization.**



WHAT'S YOUR PLAN?



Messaging Templates for Initial Communication

EMERGENCY ALERT TEMPLATES

INCIDENT

Person with
Gun/Other Weapon

TWEET

We are responding to (person/man/woman) with a (weapon) reported near (location). Avoid the area. More information to follow.

Report of Shots
Fired

SHOTS FIRED: We are responding to the report of gunshots near (location). Avoid the area. More information to follow.

Active Shooter

ACTIVE SHOOTER REPORTED: (location). We are responding. Avoid area. Media staging and more information to follow.

For schools add: School lockdown in place. A unification location will be provided soon. Do not respond to the school.

Active Major Crime
Scene

(SHOOTING/ROBBERY/HOMICIDE, ETC.) INVESTIGATION: (location). (Street name is closed to traffic.) Avoid the area. Call (non-emergency number) or Crime Stoppers at (phone number) with any information.

Missing Vulnerable
Adult/Silver Alert

MISSING and/or SILVER ALERT: (name of person, age) last seen (date, location, time). (Identify vulnerability if appropriate). Last seen wearing (clothing description). (Vehicle description, if applicable) Call (phone number) if located.

TEST YOUR PLAN!

Active Threat Event Tabletop Exercise
University of Mississippi Medical Center



For Official Use Only (FOUO)



LESSONS FROM JANUARY 6



Credit: REUTERS

JANUARY 17, 2021



Warning

**Contains video some
may find distressing**

Define the Problem:
Suspicious Vehicle

What We're Doing:
Responding

What Our Audience
Can Do:
Stay Away and Follow



U.S. Capitol Police ✓

@CapitolPolice

NOW: The USCP is responding to a suspicious vehicle near the Library of Congress.

Please stay away from this area and follow this account for the latest information.



8:43 AM · Aug 19, 2021 · Twitter Web App

1,234 Retweets 281 Quote Tweets 2,099 Likes

Updates continue to define the problem, describe what we're doing about the problem and what our audience can do.



U.S. Capitol Police 
@CapitolPolice

Replying to [@CapitolPolice](#)

MEDIA ALERT: This is an active bomb threat investigation. The staging area for journalists covering this situation is at Constitution and First Street, NW for your safety.

Please continue to avoid the area around the Library of Congress.

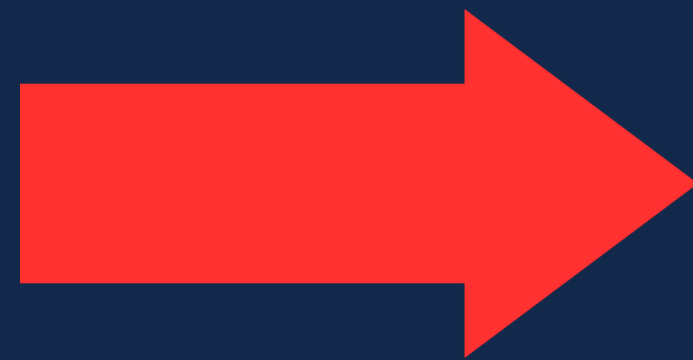


9:27 AM · Aug 19, 2021 · Twitter Web App

2,102 Retweets 542 Quote Tweets 2,536 Likes

Update every
15-30 minutes.

Even if it's to
share nothing
has changed.



Northwestern 
@NorthwesternU

NUPD responding to Evanston campus emergency.
Remain in safe place. If not on campus, stay away.
More info will be provided when available.

4:17 PM · Mar 14, 2018 · Blackboard Connect for Education

232 Retweets 32 Quote Tweets 136 Likes



Tweet your reply

Reply



Keta Burke-Williams @keta_bw · Mar 14, 2018

Replying to @NorthwesternU

why is it taking so long to secure the situation? is there a more recent update?

 1

 1

 2



Communicating resolution builds trust and support.



U.S. Capitol Police @CapitolPolice · Aug 19

Replying to @CapitolPolice

We have cleared the scene near the Library of Congress.

22

41

286



Biden's Sunglasses @WildcatIndiana · Aug 19

Replying to @CapitolPolice

Loved your press conference. The respect and compassion you showed Mr Roseberry was admirable. He was going through some personal issues, so let's not call him a suspect or domestic terrorist. Hell, take him to Burger King before booking.

1

1

3



[Show replies](#)



Dave @dbond123 · Aug 19

Replying to @CapitolPolice

Good job guys!!



DMD316_ @DMD316_ · Aug 19

Replying to @CapitolPolice

Thank you and God bless. 🇺🇸 🙏 🇺🇸



Toba Zaritsky @TobaZaritsky · Aug 19

Replying to @CapitolPolice and @BruceLeshan

Thank you for your service



1



Agatha X @agathaX · Aug 19

Replying to @CapitolPolice

Thank you, again and always. What can we do to help you? Truly, let us know.

TO SHARE OR NOT?

1. Is it possible this information may change?
2. Will sharing this information compromise an investigation?
3. Will sharing this information invade a reasonable expectation of privacy?
4. Is there any legal prohibition to sharing this information?



TO SHARE OR NOT?

Will this eventually
be public information
anyway?

QUALIFY WHEN ONLY REASONABLY CERTAIN

While this information is subject to change...

At this time it is believed...

We have reason to believe...

According to witnesses...

To date we have determined, found, discovered...

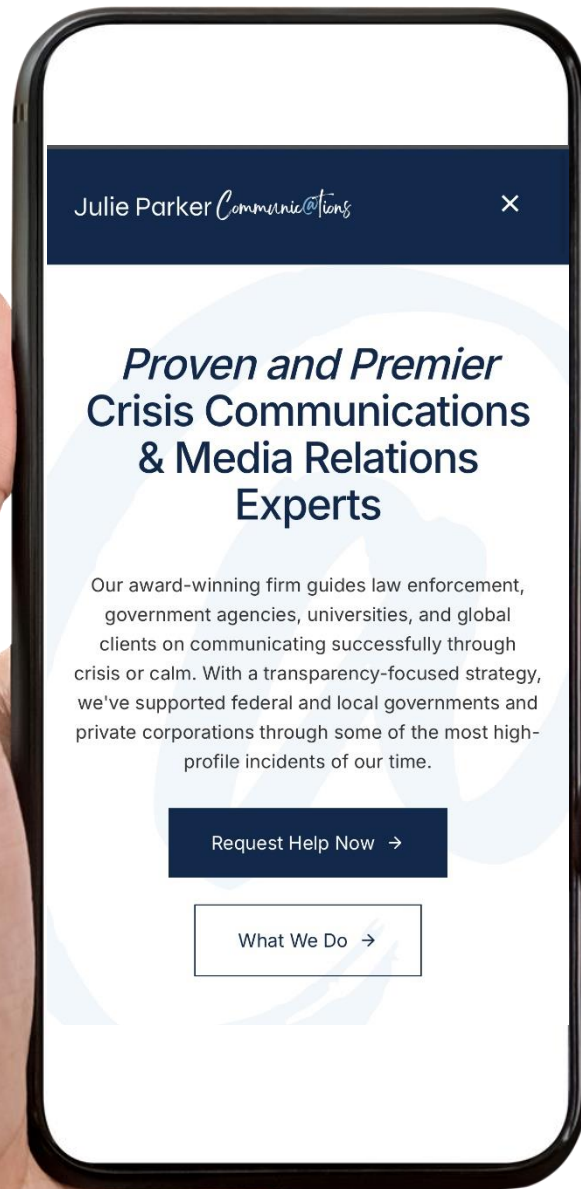
While this matter is still under investigation...

What we know now is...

MARCH 13, 2016: PRINCE GEORGE'S COUNTY, MD

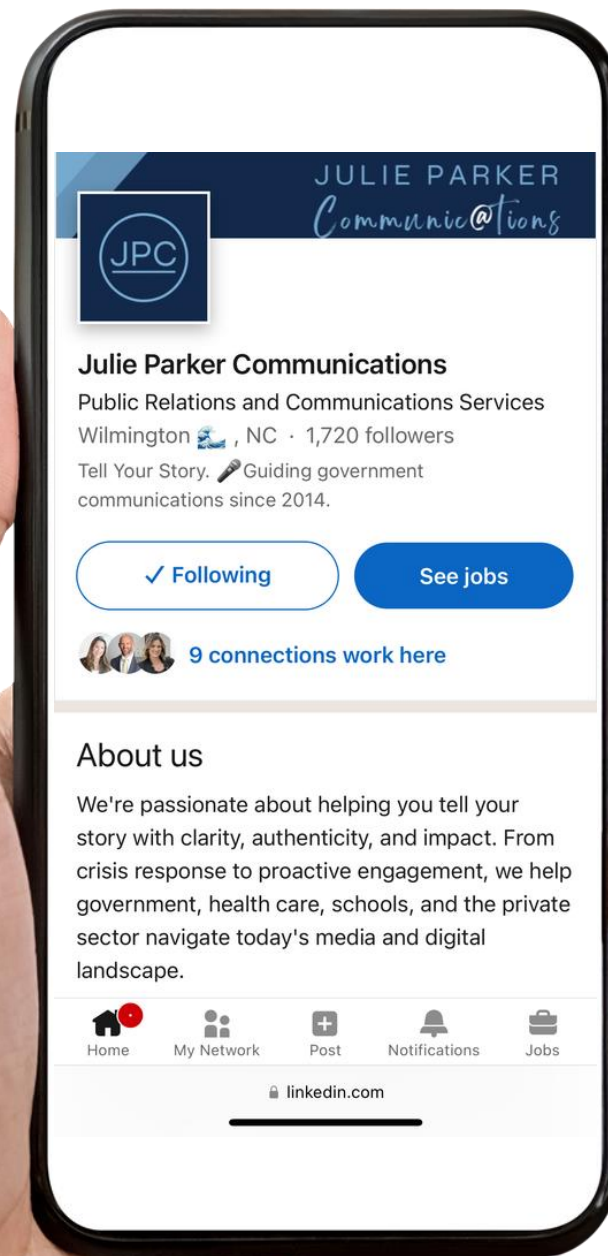


JULIEPARKERCO.COM



JULIE PARKER *Communications*

LET'S CONNECT



JULIE PARKER



Julie Parker Communications



@JulieParkerComm



Julie Parker



(301) 455-9209



info@julieparkerco.com