



Corporate Headquarters: 525 North Tryon Street, Suite 1600 | Charlotte, NC 28202 | USA

Corporate Mailing Address: Post Office Box 57 | Fort Mill, SC 29517 | USA

Phone: 800.231.9106 **Fax:** 801.905.3736 **Web:** www.ThreatSuppression.com **E-Mail:** info@ThreatSuppression.com

“Crisis Communication for Public Safety Leaders”

Presentation Description:

In times of crisis, agency leaders are called upon to justify and explain their agency’s actions. The ability to communicate to the public is just as important as the tactical response agency leaders utilize. Without effective communication, the community often misunderstands and misinterprets the public safety response. Effective communication is an essential component of crisis management. Regardless of the effectiveness of the response, ineffective communication can portray public safety agencies in a very negative light with lasting reputational effects.

Agency leaders are expected to effectively communicate critical information and pertinent actions required by the public. In this presentation, attendees learn about crisis communication, with a particular emphasis events that directly affect public safety. This presentation focuses on the six principles of crisis communication and the crisis communication lifecycle. The presenter will also discuss common failures with crisis communication and methods to prevent these failures from occurring. The crisis response cycle is also discussed, with particular emphasis placed on the effect of a terrorist event. The presenter has 30 years’ experience in public safety and retired as Assistant Fire Chief of a large fire department in the Nation’s Capital area. The presenter was one of the Public Information Officers at the 9/11 Pentagon attack.

Presentation Objectives:

1. At the conclusion of this program, attendees will learn and discuss the definition of crisis management.
2. At the conclusion of this program, attendees can describe the fundamentals of crisis and emergency risk communication.
3. At the conclusion of this program, attendees can describe the fundamental principles of crisis communication.
4. At the conclusion of this program, attendees will learn and discuss the message development process during times of crisis.
5. At the conclusion of this program, attendees will be able to describe the seven cardinal rules of crisis communication.
6. At the conclusion of this program, attendees will be able to describe numerous lessons learned from crisis communication.