



Public Outreach Committee
Denver, CO. May 2016



What is a Crisis?





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Communications: Messaging Basics



Communications Basics

1. Identify your target audience
2. Define your communications goal
3. Understand the issues and how your audience will experience the situation
4. Construct and identify your message
5. Select delivery channels
6. Monitor communications and address feedback
7. Evaluate the effectiveness of your approach





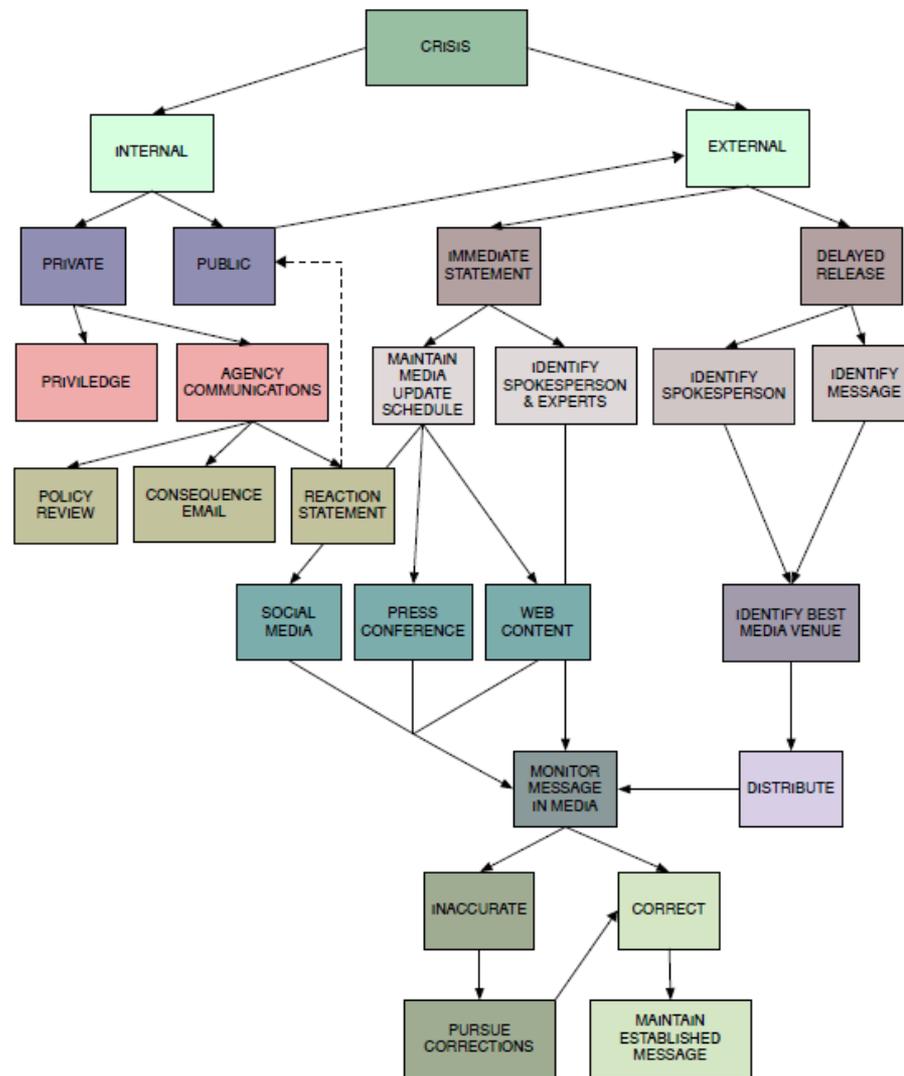
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Reacting to a Crisis





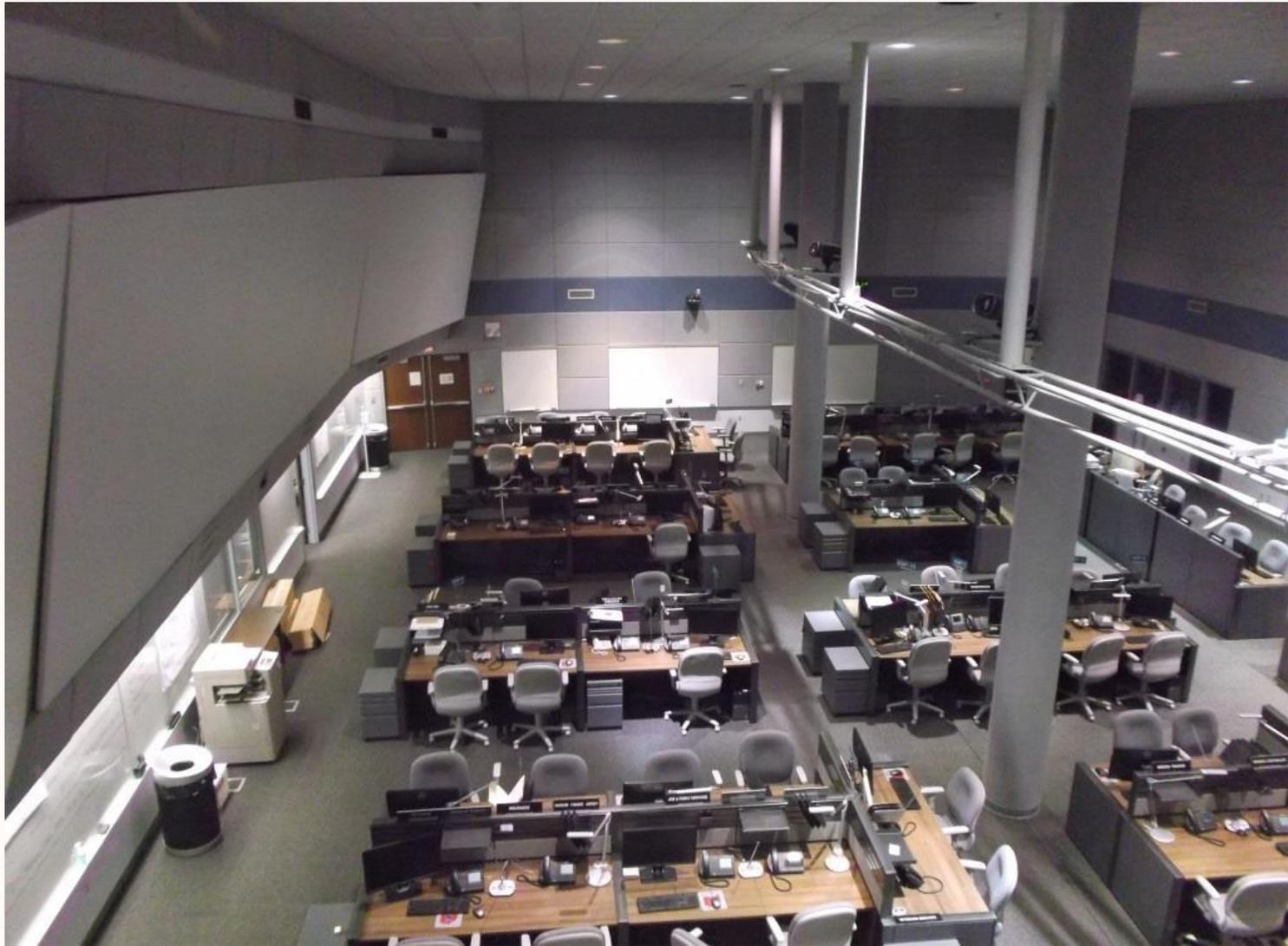




Reacting to a Crisis



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The Columbus Dispatch

THE PLAIN DEALER





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