

Crisis Communications

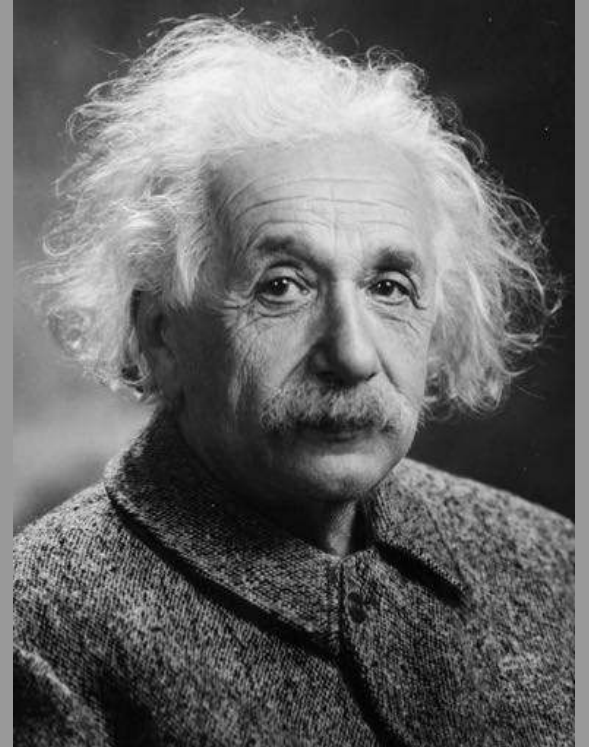
Foundation for Jewish Camp
March 16, 2020

What is Crisis Communications?

**REMAIN CALM!
ALL IS WELL!!!**



**"Whoever is careless with the truth in small matters cannot be trusted with important matters."
--Albert Einstein**



Leaders: Assemble Your Team



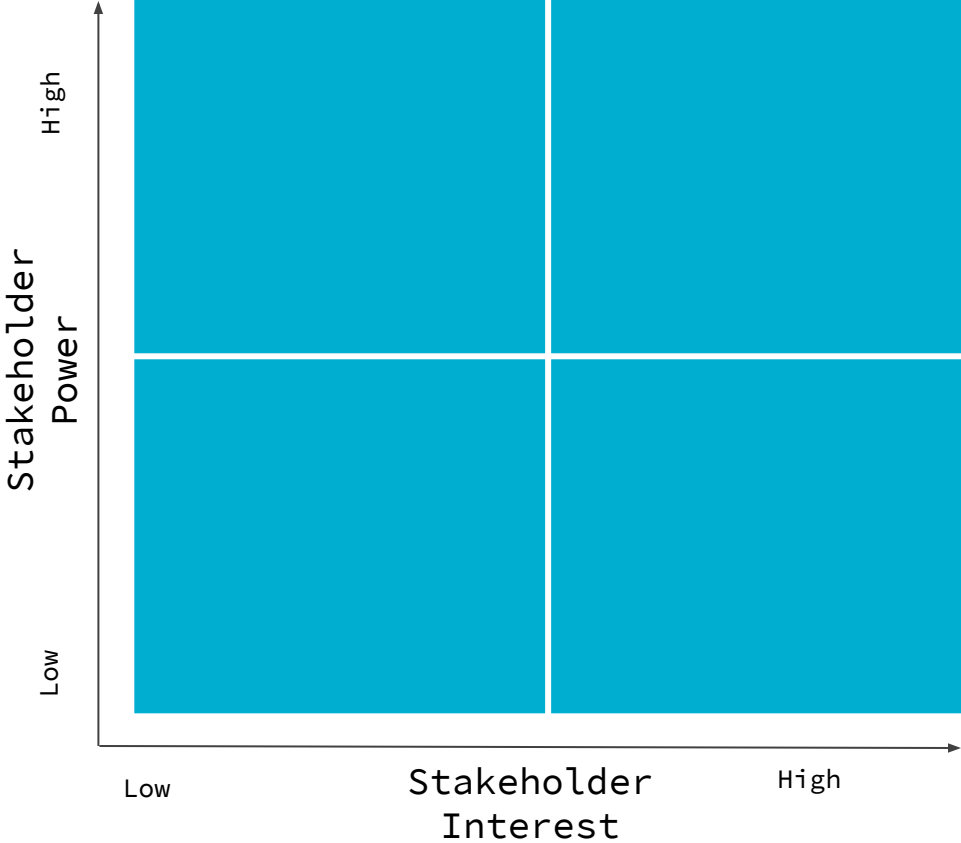
Who do you **NEED**?

Who do you **WANT**?

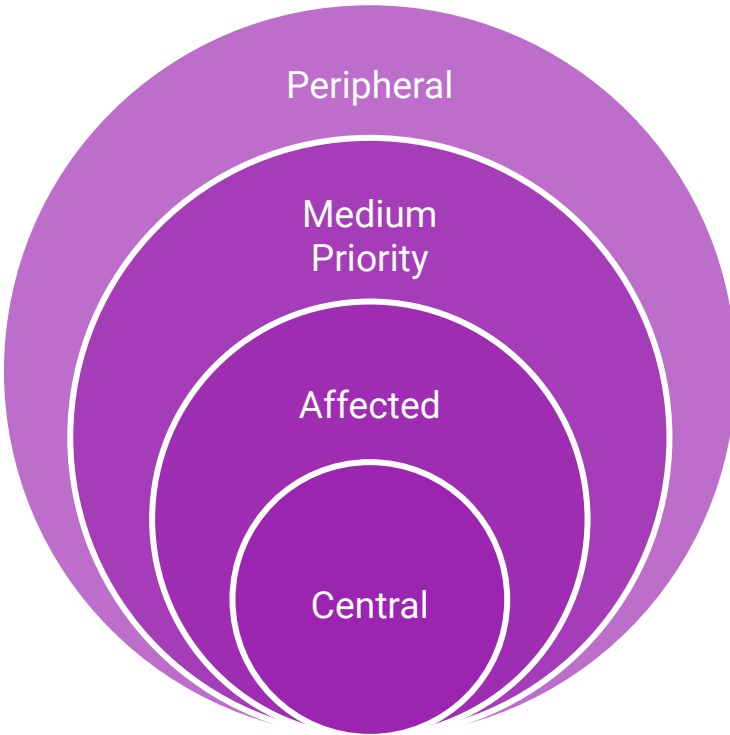
Who is **MISSING**?

Who is your audience?

Stakeholders Map



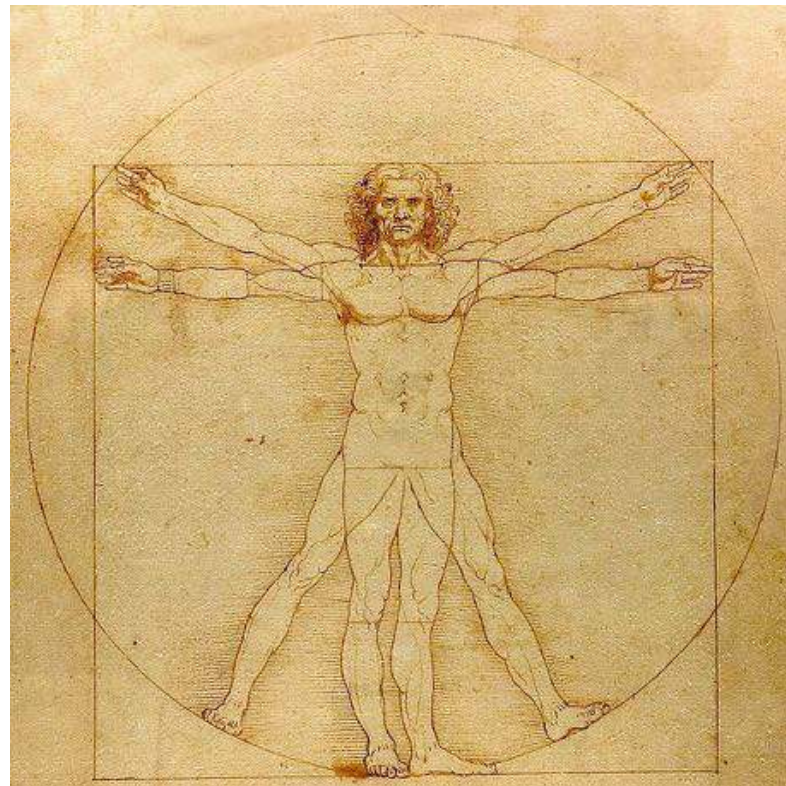
Audience Map



What is your message?

Anatomy of a Message

- Express empathy
- Demonstrate vigilance:
WE ARE HERE
- Detail action
- Credible sources
- Call to action:
GIVE YOUR AUDIENCE A JOB
- Follow-up and next steps



Battle Rhythm

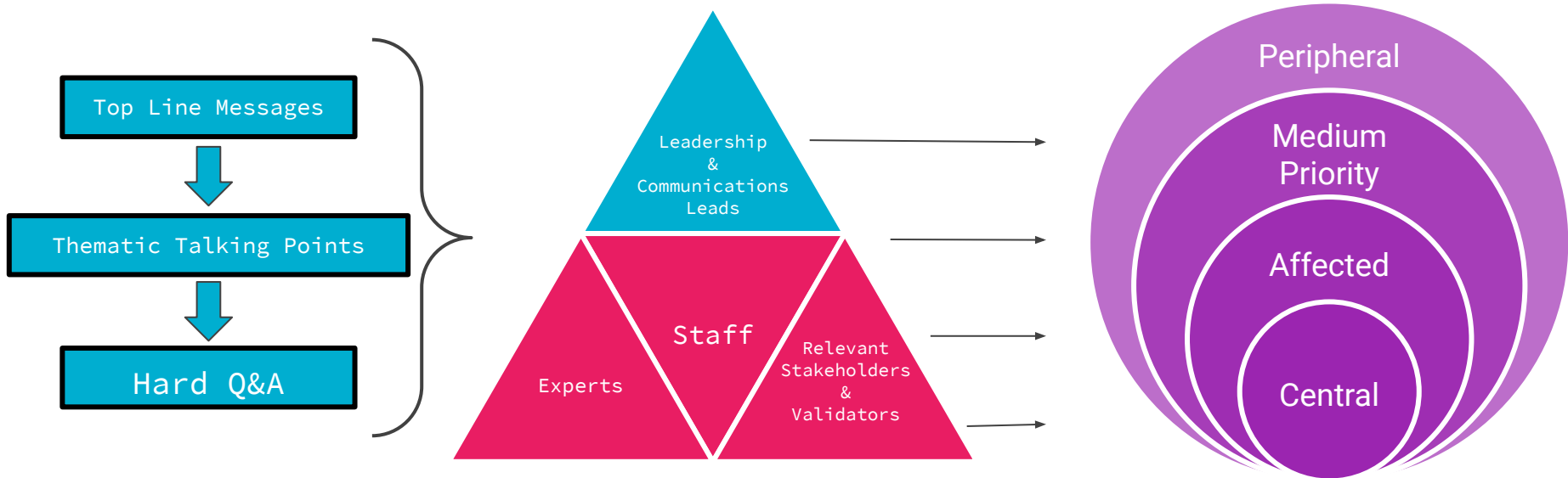
- Tell your audience when they are going to hear from you
- Numbers at regular intervals
- Don't announce action without facts and plan
- Repeat, Repeat, Repeat
- Communicate all at once and avoid broken telephone
- Be available



**IT'S OK TO SAY
“I DON'T KNOW”**

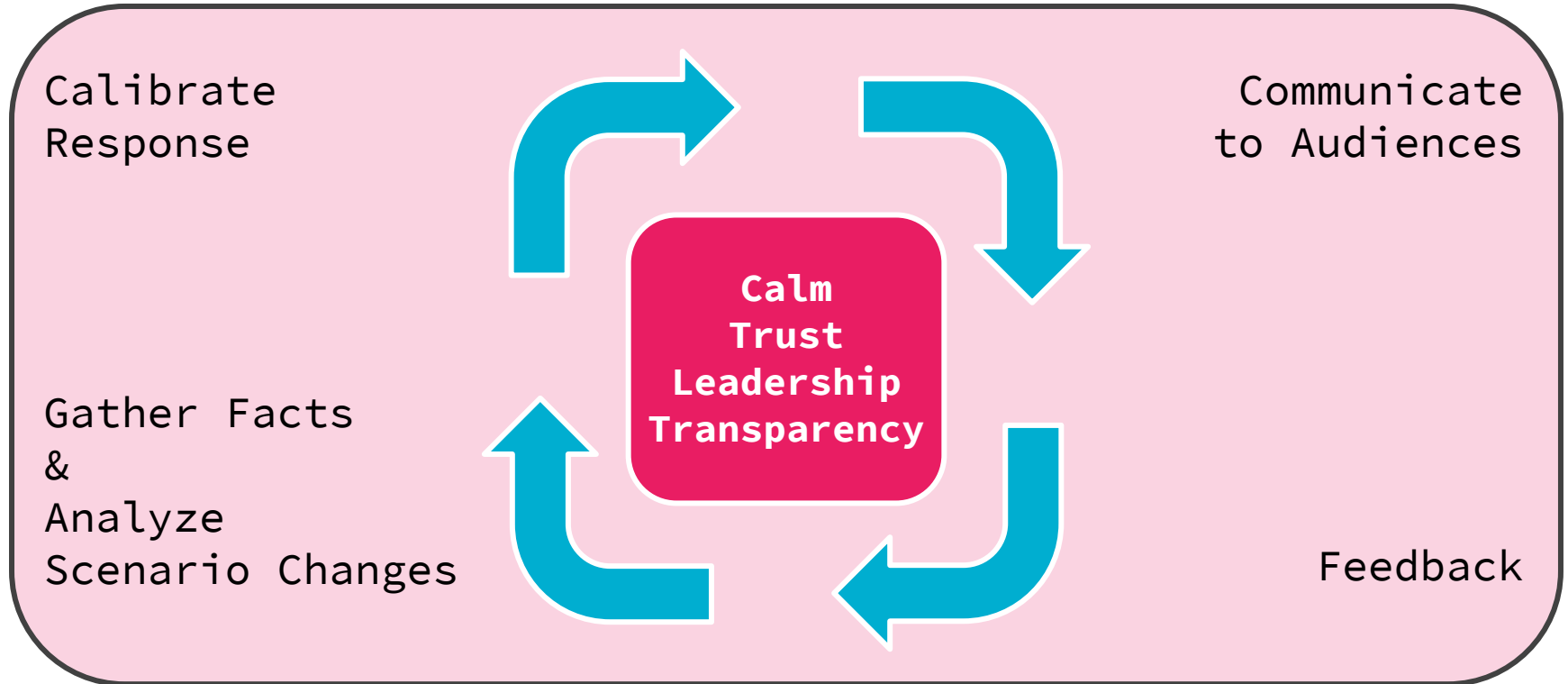
**YOU ARE MAKING
THE BEST
DECISION WITH
THE BEST
INFORMATION
YOU HAVE NOW**

Message Discipline and Delivery

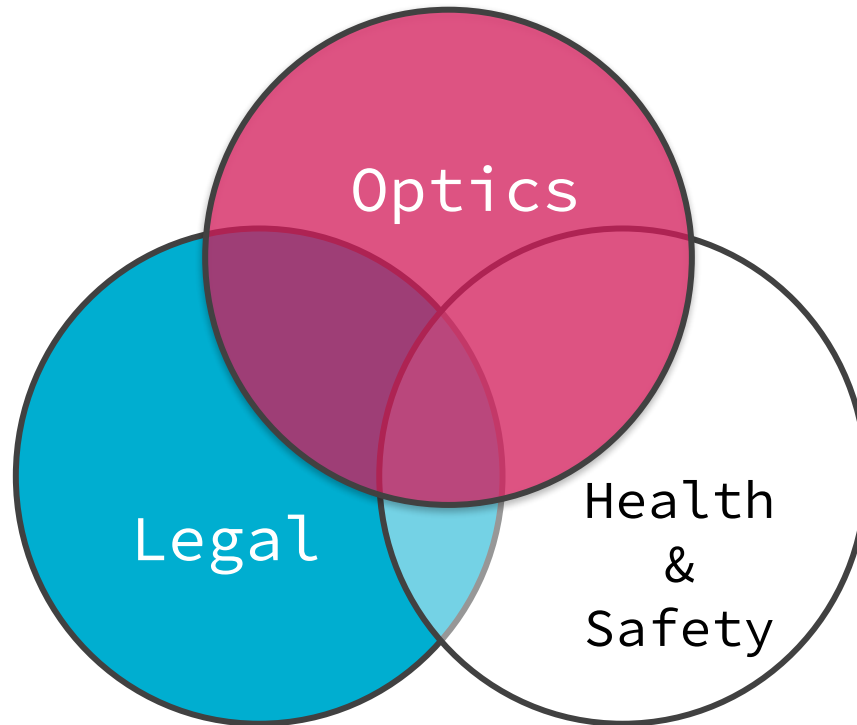


Reading and Reacting to Crises

Cycle of Crisis Communications



Crisis Scenario Matrix



Products and Tools

UNITED

Dear Samuel,

I consider you part of our United family and your safety remains our highest priority.

We are in the business of serving people and in the midst of this coronavirus outbreak it's important that we give you as much flexibility as possible when planning your next trip. But it's also important that we give you as much information as possible about the procedures we follow to clean our aircraft and maintain a sanitary environment once we're in the air.

Our teams are in daily contact with the Centers for Disease Control and Prevention (CDC), the World Health Organization (WHO), federal agencies and other global health organizations to share the most up-to-date information to ensure the actions we're taking are comprehensive and appropriate.

So today, I wanted to personally reach out and share a few updates we are taking for you, our customer:

Before you fly
To give you the greatest flexibility, when you book through March 31, you can change it for free on any ticket, any fare type, any destination.

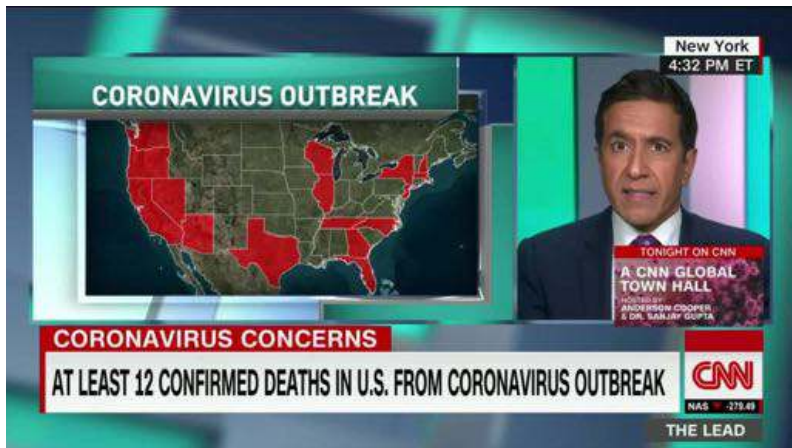
On the ground
Our team of in-house medical experts

Travel - State Dept @TravelGov · 12h
#Turkmenistan Travel Advisory: Level 3 - Reconsider Travel
Restrictions and quarantine procedures instituted in response to the novel coronavirus.
www.state.gov/row/ly/fiwE30qnSMH

TRAVEL ADVISORY
Level 3 Reconsider Travel



Media Relations



Questions?
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