Crisis Communications Discussion

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Crisis Communications Discussion

1. Did we perform well as a team? Were we organized and efficient?
2. Did we follow through and meet deadlines?
3. Were we strategic? Did we develop a plan?
4. Were we accurate and did we correct media errors?
5. Did we adjust to changing circumstances and anticipate situations proactively?
6. Were we effective spokespersons? Did we present the port well to all audiences?
7. Did we have a positive impact?
Crisis Communications Discussion

- Did we gain new insight into the role of the port PIOs in time of crisis?
- Have we seen the importance of cooperation between various port offices and the public relations team?
- How can we improve liaison between our offices and the PIO at our ports?
What Is a Crisis?

- Crisis – an event that threatens to disrupt normal port business and damage the port’s reputation.
- It is not simply a “bad news day.”
Examples of Port Crises

- Explosion or fire
- Collision in channel
- Bridge or tunnel collapse
- Allegations of illegal activity
- Financial scandal
- Litigation by former employees regarding discrimination, harassment, etc.
What Is Crisis Management?

- Crisis management is the process of planning for, responding to and recovering from a crisis.
- It is generally executed by a crisis response team made up of senior managers.
- It is guided by a crisis management plan (CMP).
- Port CMPs are contained in or guided by RMPs and other required port emergency response plans.
What Is Crisis Communications?

- Crisis communications is the ‘conversation’ between the port and its key audiences prior to, during and after a crisis.
- It is guided by a crisis communications plan (CCP).
- It consists of both tactical and strategic elements and messages.
Tactical Crisis Communications

- Tactical communications allows the port to resolve the crisis and provides alerts, warnings, information and guidance to key internal and external audiences.
Strategic Crisis Communications

- Strategic crisis communications activity positions the port to resume business by demonstrating:
  - Responsibility and professionalism.
  - Trustworthiness and credibility.
  - Compassion and concern.
In Conclusion

- Crisis communications is a process—not an event.
- Cooperation among all port offices and careful preparation are crucial factors in successfully managing crises.
- Successful crisis communications must be strategic as well as tactical, focusing on the port’s long-term relationships with key audiences as well as the immediate situation.