

Crisis Communications Discussion

Executive Management
Conference

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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.