

Networking across organizational boundaries to improve crisis communication

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Our time together

- How Jani & Julie got to know each other
- Get to know each other
- Talk about crisis communication
 - Can be urgent
 - Can be long-term, ongoing
- Crisis communication goals
 - Be first, be right, be credible
 - Maintain or establish agency credibility
 - Ensure accurate information and dialogue

Our time together

- Do an exercise
 - Demonstrate how pre-crisis planning helps meet your agency communication goals
- Talk about our region's PIO network
 - Benefits
 - Barriers
 - Ideas
- Get your good ideas

Let's pretend

The Exercise

Our region's PIO network

- Necessity is the mother of all inventions
- What we've done & it's lasting impacts
- The benefits
 - Individual agencies
 - Community response capacity
- The barriers
 - Organizational boundaries
 - Sometimes informal works best 😊 but you didn't hear it from us

Everyone's ideas

- Ideas for starting a network
 - A galvanizing issue? Or an “all hazards” get to know each other
- Get your good ideas

Thank you!