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# CRISIS COMMUNICATION

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CHIEF JOE MONROE (*UNIVERSITY OF KENTUCKY POLICE*)

DEPUTY CHIEF STEVE GEORGAS (*CHICAGO POLICE*)

“Every crisis, large or small, internal or external, has the same life cycle. From the initial shock of the incident to the ultimate resolution, there are key moments that will dictate how an organization comes out at the end.”

- Eric Kowalczyk



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# Six Focus Areas

- Communication Fundamentals
- NIMS/ICS Communication Principles
- Communication Methodologies
- Communication Planning
- Pre-Event Communication
- Post Incident Communication



# Communication Fundamentals

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- Communication Principles
- Audience Communication
- Modes of Communication
- Best Practice Communication Practices
- Pre-scripted Messages



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# NIMS/ICS Communication Principles

National Incident Management System (NIMS)

Incident Command System (ICS)

Joint Information Center (JIC)

Public Information Principles

Multi-Agency Coordination Operations



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# Communication Methodologies

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- Social Media Posts & News Releases
- Digital Media Sources
- Marketing & Public Relations
- Policy and Procedure for Communication Programs



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# Communication Planning

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- Key Stakeholders
- Communication Environment and Resources
- Crisis Communications Planning
- Communication Challenges
- Communication Planning Principles
- Training & Exercise Programs



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# Pre-Incident Communication

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- Incident Situation
- Tools and Techniques
- Industry and Government Resources
- Roles and Methods of Pre-Incident Briefing(s)



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# Post Incident Communication

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- Crisis Communication Techniques
- Interview Strategies and Techniques
- Communication Needs and Frequencies
- Communication Quality
- Collection and Sharing of Information for Debriefing
- Collected Data and Information for Operation Effectiveness



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# Communication Focus

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Communication must focus on:

- **WHO** is being communicated with?
- **WHAT** needs to be communicated?
- **WHEN** will the information be communicated?
- **WHERE** will the information be communicated?
- **HOW** often does the information need communicated?



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# Areas for Discussion

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- The Power of Social Media
- Policy, Procedures & Planning
- Public Relations v. Marketing
- Who and what equipment plays a role
- Public Safety Partners Communications



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# NCS4 Training Courses

## Sport and Special Event Public Information and Emergency Notification (MGT-467)

*This course represents a cooperative effort between The University of Southern Mississippi's National Center for Spectator Sports Security and Safety (USM/NCS4) and the Texas A&M Engineering Extension Service's National Emergency Response and Recovery Training Center (TEEX/NERRTC), a member of The Texas A&M University System.*

For more information, visit <https://ncs4.usm.edu/training>



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Questions?

# Contact Info

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