

Crisis Typology

Source of Crisis	Violent: Cataclysmic—Immediate Loss of Life or Property	Nonviolent: Sudden Upheaval but Damages, if Any, Are Delayed
Act of nature	Earthquakes, forest fires	Droughts, epidemics
Intentional	Acts of terrorism, including product tampering, when these result in loss of life or destruction of property	Bomb and product-tampering threats, hostile takeovers, insider trading, malicious rumors and other malfeasance
Unintentional	Explosions, fires, leaks, other accidents	Process or product problems with delayed consequences, stock market crashes, business failures

Source: Newsom and Haynes - Preparing for a Crisis

The Golden hour

Problem identification and response prioritization

Manage the victim dimension

Employee communications

Contact those indirectly affected

Deal with the self-appointed, self-anointed, and the media

Source: Lukaszewski, James. Quick Guide to Crisis Communication Planning Process

Ready to go



PUBLIC AFFAIRS

MESSAGING

JUNE BOOK 2019



Disaster Public Affairs Talking Points One-stop

It is always important for everyone in the organization to be on the same page from a messaging perspective. During grey skies it is extremely important that our public affairs teams are speaking with one voice.

Below, you will find Talking Points on various Disaster Public Affairs subjects and specific operations. Moving forward you will be directed to this page for the latest versions, particularly during grey skies. While we are operating in grey skies, you should check this page often and consider it the source for the most current and updated information.

2019

- [2019 California Wildfires](#)
 - [Talking Points & FAQ - Latest Version](#)
- [Hurricane Dorian Talking Points/FAQ, Bahamas](#)
- [Hurricane Dorian](#)
 - [Fast Facts](#)
 - [Talking Points & FAQ Latest Version](#)
 - [English](#) | [Spanish](#)
- [Dayton, OH Shooting](#)
- [El Paso, TX Shooting](#)
- [Spring Tornadoes and Floods](#)
 - [Talking Points - Latest Version](#)
- [Border Operations](#)



Contacts & Experts




Nigel Holderby
Management III, Public
Relations

For all standard messaging please go to the [Disaster Public Affairs Messaging Book](#), which is updated annually. Also reference the [Domestic Disaster Service Delivery Stats Talking Points](#).

Tags: [Media & Public](#), [Resources](#), [Guidance](#), [Disaster Public Affairs](#)

Contact: [Nigel Holderby](#)

Ready to go


Alaska Region Headquarters
235 E. 8th Ave, Suite 200
Anchorage, AK 99501
redcross.org/alaska

NEWS RELEASE

Contact: Carl Dighton
Telephone: (907) 782-7520
carl.dighton@redcross.org
FOR MEDIA ONLY

Red Cross Opens Shelters Following Wildfire in XX

LOCATION, DATE — The Red Cross of Alaska has been on the ground since the XX wildfire overtook XX LOCATION, providing comfort, shelter and support to those who need it most. The Red Cross has opened a new shelter in XX LOCATION in conjunction with XX and key non-profit and community partners.

SHELTERING

The Red Cross of Alaska has opened and will be operating an overnight emergency shelter and offering meals in the following locations, in conjunction with community partners:

- XX LOCATION
- XX LOCATION

All in need of shelter are welcome. If people are able, here are some items to consider bringing:

- Bedding and blankets
- Clothing
- Medications
- Children's toys
- Emergency kit

RECONNECTION

After a disaster, it's critical for loved ones to reconnect. The Red Cross has two easy ways to help people connect with family and friends. Red Cross mobile apps feature an "I'm Safe" button that helps users post a message to their social accounts, letting loved ones know they are out of harm's way. The Red Cross also offers the Safe and Well website which is a secure and easy-to-use online tool accessible through redcross.org.

VOLUNTEERS

Those interested in assisting the XX wildfire relief efforts can visit redcross.org/Alaska to fill out a volunteer application and complete the required background check, so that they will be ready to get started as a volunteer as opportunities become available.

DONATIONS

We know Alaskans are generous and want to do everything they can to help after a disaster. The best way to support wildfire victims is with a financial donation. Each disaster is unique and so are the needs of affected residents, and financial donations are the quickest and best way to get help to the people who need it most. If you'd like to make a donation to American Red Cross Disaster Relief, please visit redcross.org/Alaska.

GET A KIT, MAKE A PLAN, STAY INFORMED.

Wildfires can spread quickly across forests, fields and dry tundra, giving residents little time to evacuate to safety. Dry conditions, lightning and the careless use of fire all contribute to increased risk of wildfire. The Red Cross offers three tips you can utilize to keep your loved ones safe during an emergency:

- Check your emergency preparedness kit and replenish any items missing or those in short supply, especially medications or medical supplies. Download a full list of items to include here.
- Be prepared to evacuate at a moment's notice. Discussing your evacuation plan with your family ahead of time helps reduce fear, particularly for young children.

Disaster Update to Board Members
Sample Template Email, July 2018



Sample Template Email: Disaster Update to Board Members

Guidance: During the first 48 hours of a disaster, customize the following email with a brief disaster update from Disaster Fundraising and/or your Divisional or Regional Disaster Officer, attach [How Board Members Can Help](#) and send to your board members to engage them in disaster fundraising and relief efforts.

Dear Board Members,

[Insert disaster specific information from Disaster Fund Raising updates or from your Divisional or Regional Disaster Officer.]

As a valued member of the American Red Cross family, we want to make sure you and your loved ones stay safe. To help, we have a free Emergency App with shelter locations, real-time weather alerts and more. Download it to your phone by searching "American Red Cross" in the app store.

One of the most important roles of a board member is to serve as an informed advocate in our community. To support you, we will provide the most current information as we receive it. Please share these updates with your friends, family and contacts.

We can only provide lifesaving relief with the support of generous people like you. Now is the time to transform our compassion into action for all in our region that are being affected by this devastating [insert type of disaster]. With your passion and creativity, we can bring help and hope to those suffering right now.

For your convenience, I've attached our guide: "How Board Members Can Help," which highlights ways you can engage your peers in our response. You can also help by reaching out to:

- Past board members who understand our mission and immediate needs
- Past disaster donors to thank them for their support and ask them for another gift
- Trade groups that you belong to whose members might support the relief efforts with a gift or supplying volunteers
- Corporations that might set up a Red Cross employee giving microsite or create a cause-related marketing campaign for their customers

Thank you for being a member of our Red Cross team in action, supporting our community when it needs it most. Please contact me if you're able to help.

[ED/RE NAME]
[EMAIL SIGNATURE]

Nov 30 Earthquake first communications

 Reply  Reply All  Forward  IM

Fri 11/30/2018 9:37 AM

Celia Jackson <celia.jackson@redcross.org>

Update: 6.7 Earthquake - Anchorage Red Cross Office Temporarily Closed

To  Miller, Lisa

 You replied to this message on 11/30/2018 10:11 AM.

Good Morning All,

The Anchorage Red Cross office is temporarily closed while staff assesses the impacts of the 6.7 earthquake. Please do not travel into the office today. We will continue to provide updates as possible.

If you are Anchorage: Please let us know the conditions in your area.

Depending on utilities and the length of any power outages we may also be opening a shelter. Please let us know if you are in the Anchorage area and are available.

Thank you,

Celia Jackson
Sr. Disaster Program Manager
American Red Cross of Alaska
**Serving South Central Alaska
And Anchorage**
235 E 8th Ave Suite 200
Anchorage AK, 99501


 Reply  Reply All  Forward  IM

Fri 11/30/2018 9:36 AM

seoc@alaska.gov <no-reply@onsolve.com>

[EXTERNAL] Message from SEOC Manager

To  Miller, Lisa

 This message was sent with High importance.
If there are problems with how this message is displayed, click here to view it in a web browser.

November 30, 2018 0930 hrs. SEOC at Level 3 for Magnitude 7 earthquake near Point MacKenzie and Tsunami Warning. If available and safe to do so, SEOC agency representatives and Liaisons should report to SEOC.

<http://4m5g.com/gDGRd>

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.



Challenges in Alaska

- Geographic challenges
- Inter-cultural awareness
- Limited connectivity
- Types of natural disaster vary by district (flooding, tsunami, winter storms, etc)