

Opportunities and Confounding Issues in Risk and Crisis Communication

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Overview

- Communication Opportunities
- Best Practices
- Challenge of Competing Messages
- Relevant Project/s

Primary Opportunity I

- People do not panic. Rather, given the right information, people are able participate in crisis mitigation and resolution.

Primary Opportunity II

- The media can and should be seen a resource, not a distraction, to crisis mitigation and resolution.

Primary Opportunity III

- The acute phase of a crisis is a time for instruction, not dialogue.

Evolution of the Best Practices

Continuously Evaluate and Update Crisis Plans

PLAN AHEAD

Plan Ahead for a Prompt Response

Establish a Crisis Communication Network

Accept Uncertainty

COMMUNICATE RESPONSIBLY

Form Partnerships with the Public

Acknowledge Public Concern

Be Open and Honest

MINIMIZE HARM

Be Accessible to the Media

Communicate Compassion

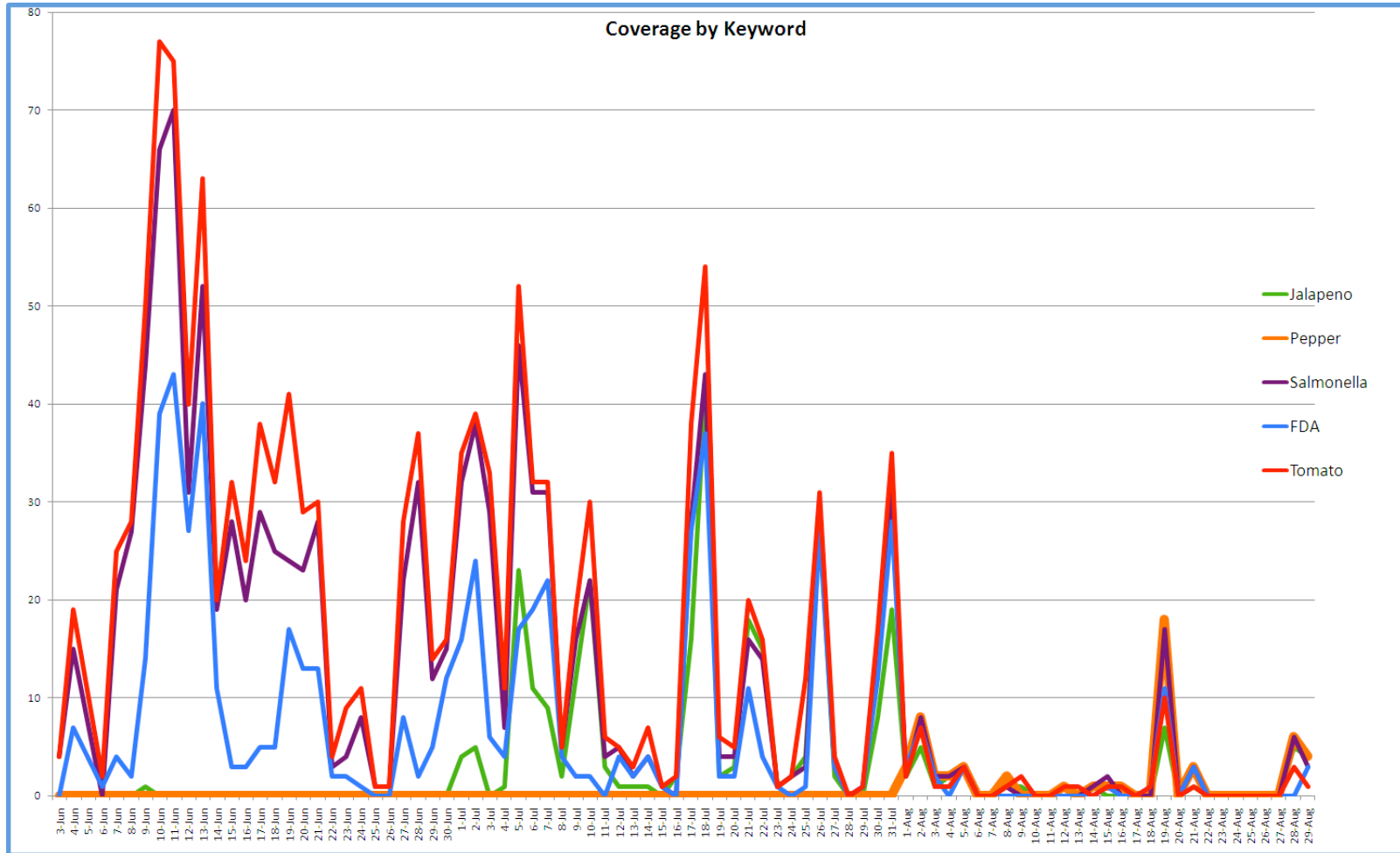
Provide Suggestions for Self-Protection

Acknowledge and Account for Cultural Differences

Conflicting Messages as a Confounding Issue to Best Practices

- Media Reports
- Agency Messages
- Social Media
- Local versus National Perspectives
- Conspiracy Addictions
- Retired Generals

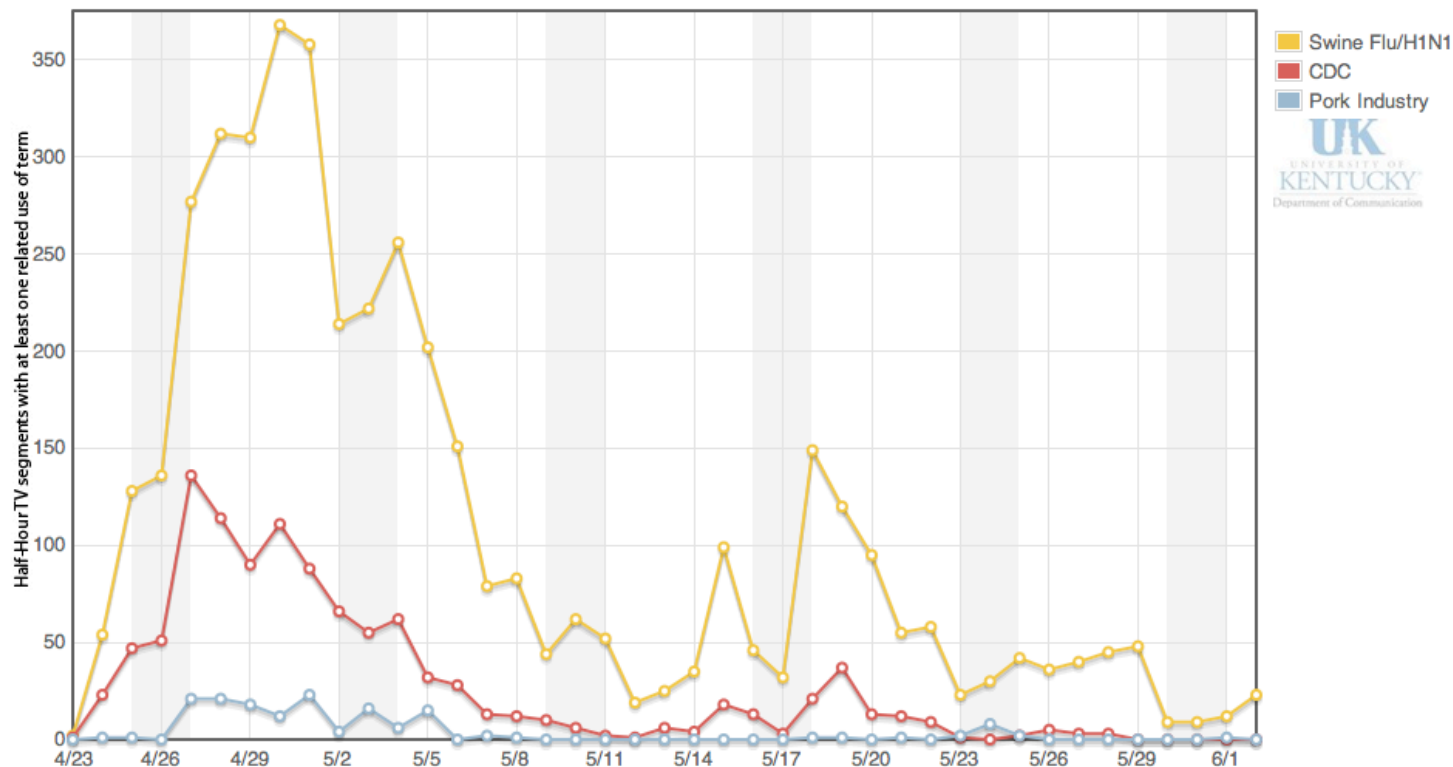
Media Tracking: Tomatoes/Peppers



Media Tracking: H1N1

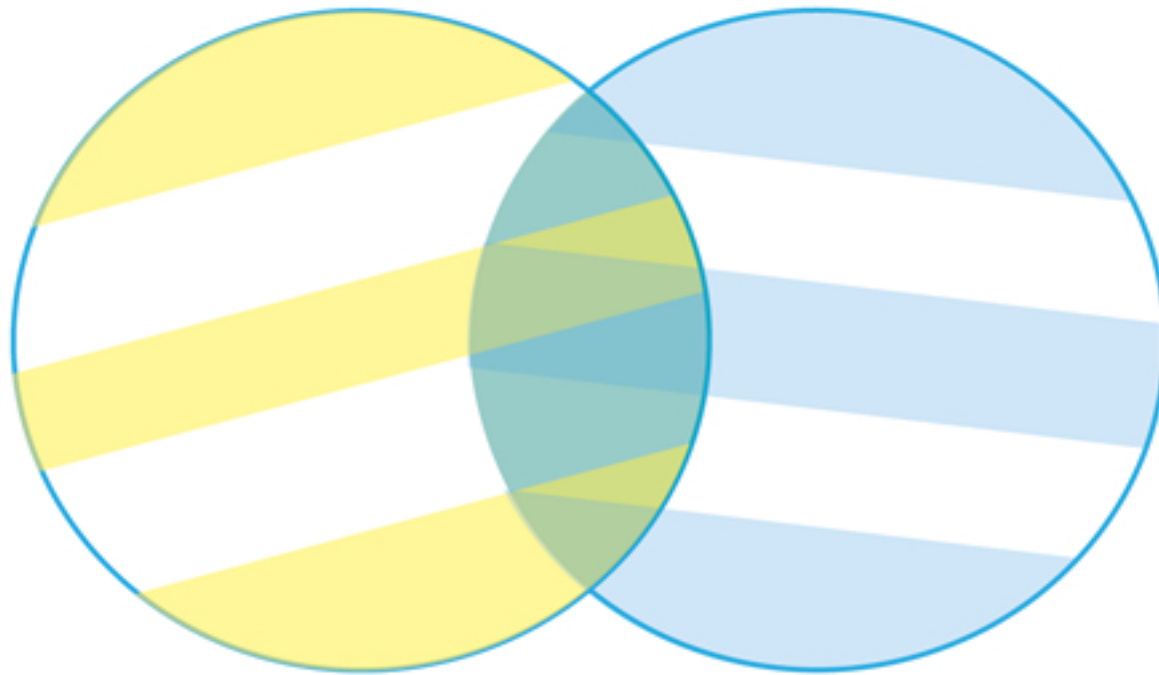
H1N1 Virus - U.S. Television Coverage by Key Terms

(updated 6/2/09 23:59) - Terms may reach up to a maximum of 1040 hits per day



[UKY Media Tracking website](#)

Figure 1.3
A Basic View of Convergence



Two bodies of knowledge converging

Figure 1.5
Distinguishing Convergence from Mutual Exclusivity

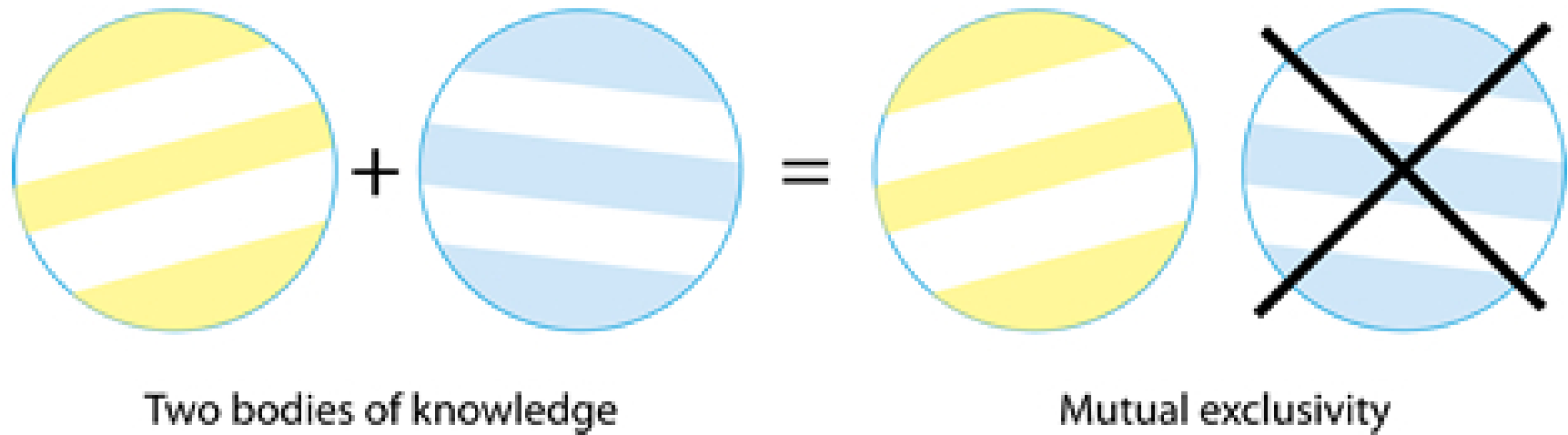


Figure 1.6
Distinguishing Convergence from Dominance

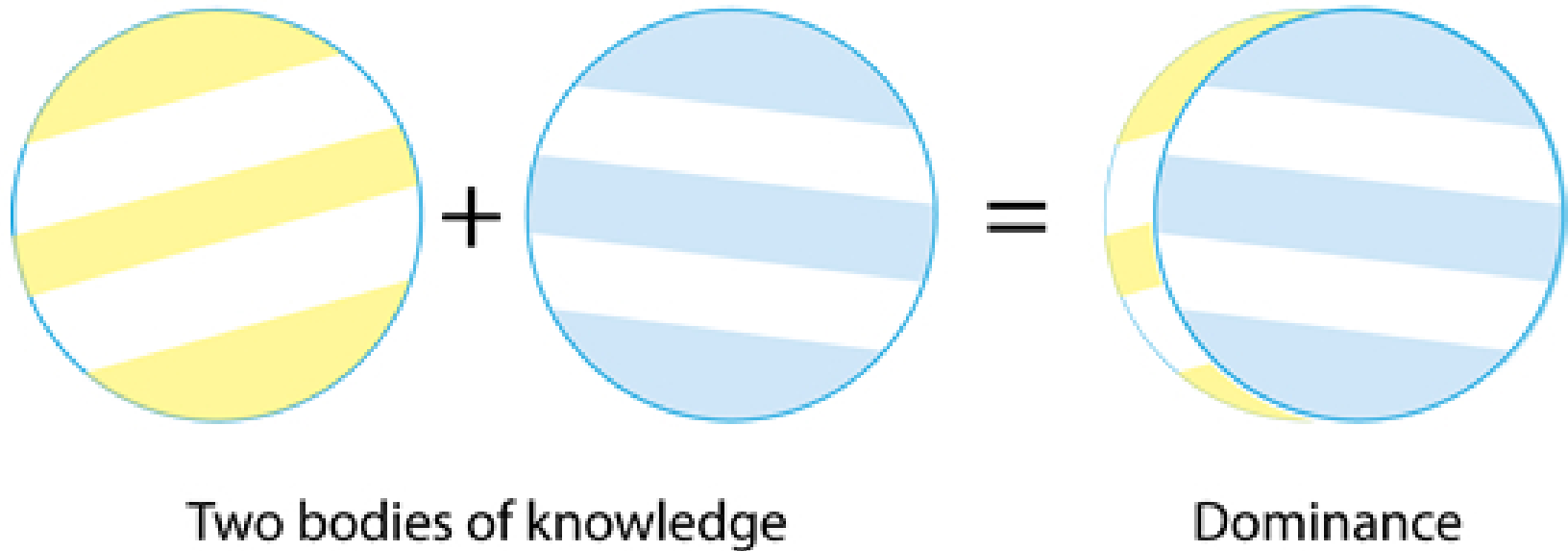
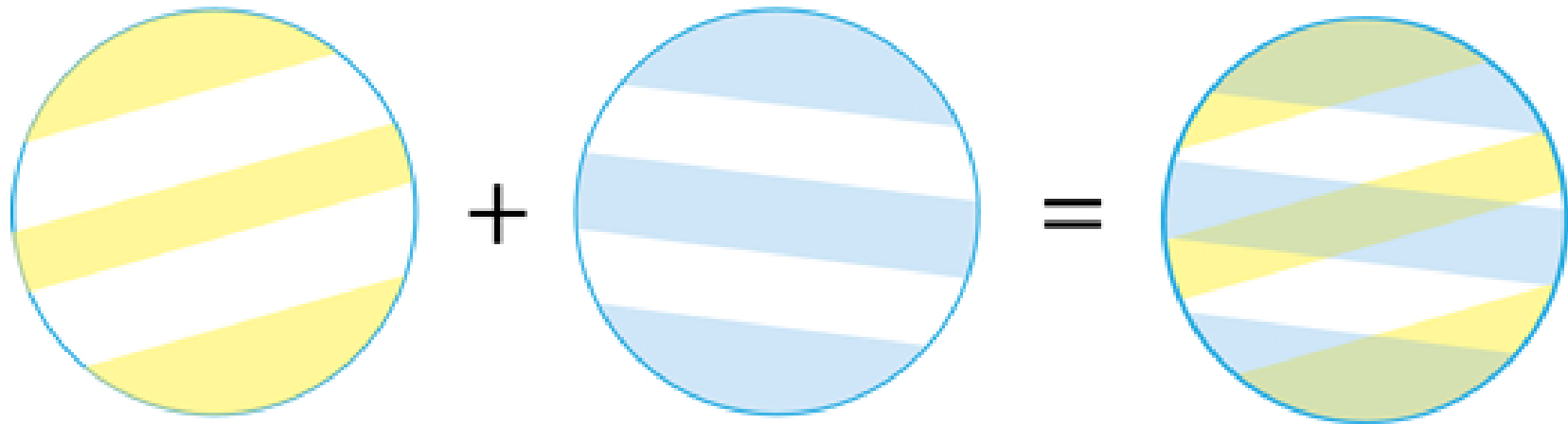


Figure 1.4

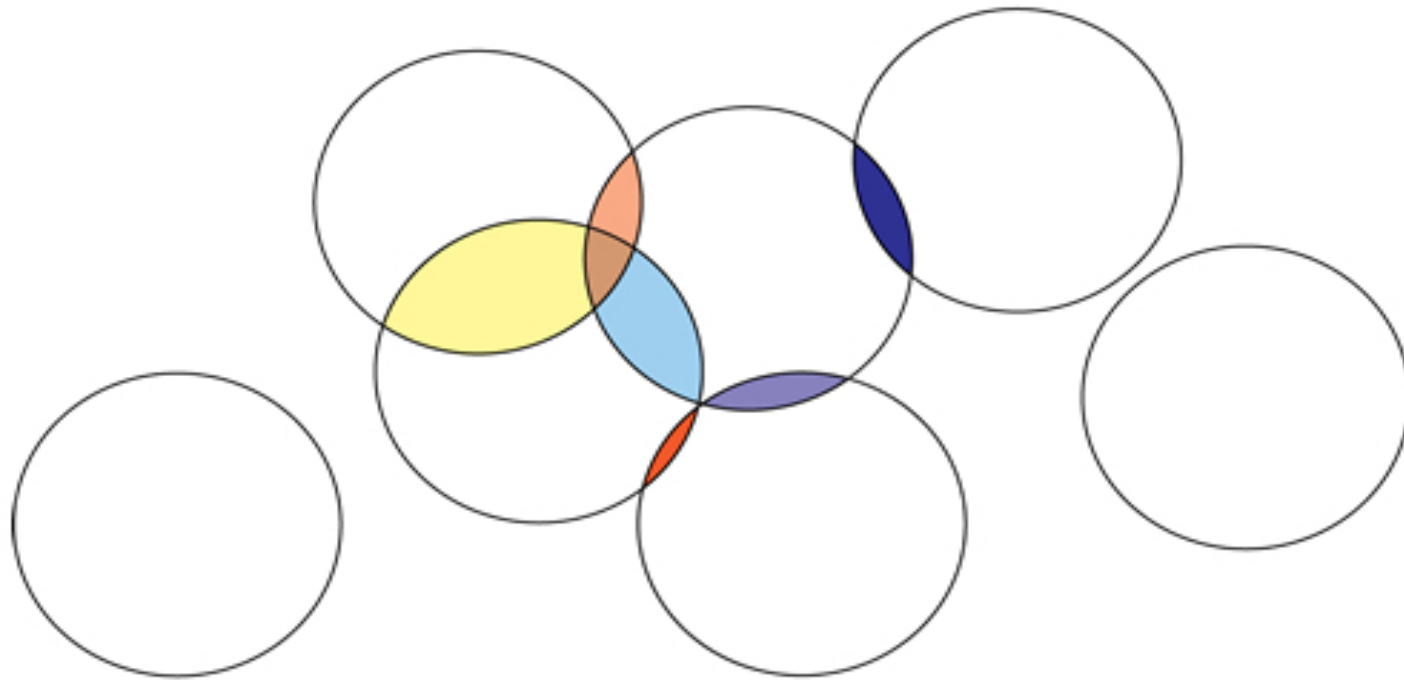
Distinguishing Convergence from Congruence



Two bodies of knowledge

Congruence

Figure 1.7
Convergence on a Systematic Level



Multiple bodies of knowledge with multiple points of convergence

Salmonella Outbreak Simulation: Convergence of Message Content



Salmonella Outbreak Simulation: Convergence of Message Content



Salmonella Outbreak Simulation: Convergence of Message Content



Initial Findings

- Preference for local media
- Infusion of social media
- Intensity of response increases with para-social relationships
- Previous experience trumps novel evidence

An Emerging Opportunity

- Acknowledging rather than disregarding converging segments of competing messages may enhance rather than detract from credibility.

Emerging Constraint: It's hard to let go of old idea.



Discussion