



# What is a Communications Crisis?

*'A crisis occurs when an event increases in intensity, falls under close scrutiny of the news, media or government, interferes with normal business opportunities, devalues a positive public image, and has an adverse effect on a business' bottom line'*

(Fink, 2000).

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# How to Communicate in a Crisis.




What should the tone of your communications be?



What medium should you use - social / radio / local press / TV?



How do you ensure your company is featured in this media?



# Mapping your Plan