

Crisis Communication Lifecycle

Pre-Event

Event/Emergency

Post-Event

Precrisis

Initial

Maintenance

Resolution

Evaluation

- Prepare
- Foster alliances
- Develop consensus recommendations
- Test message
- Evaluate plans
- Express empathy
- Provide simple risk explanations
- Establish credibility
- Recommend actions
- Commit to stakeholders
- Further explain risk by population groups
- Provide more background
- Gain support for response
- Empower risk/benefit decisionmaking
- Capture feedback for analysis
- Educate a primed public for future crises
- Examine problems
- Gain support for policy and resources
- Promote your organization's role
- Capture lessons learned
- Develop an event SWOT
- Improve plan
- Return to precrisis planning

CDC CERCC, 2002

Communication Component	Definition	Example
Goals	These refer to longer-term, broad, more global, future statement of "being." Goals may include how an organization is uniquely distinguished in the minds of its target publics.	To become a recognized leader, foster continuing public support, etc.
Objectives	Focuses on short-term, defines WHAT behavior, attitude or opinions you want to achieve from specific audiences, HOW much to achieve, and WHEN you want to achieve it.	Those with chronic heart and lung conditions should immediately leave the area when the air quality is hazardous during wildfires.
Outcome objectives	Change behavior, awareness, opinion, support. Outcome objectives usually requires high-level strategic thinking.	Encourage independent voters to support Candidate A in the upcoming election.
Process objectives	Serve to inform or educate a target population	Measures activities, for example, number of contacts or news releases. Output can help monitor your work but have no direct value in measuring the effectiveness of a campaign.
Strategies	These serve as road maps or the approach you will use to reach your objective.	Strategies describe HOW to reach your objectives. Strategies include things like "enlist community influencers..." "accelerate" and "position."
Tactics	There serve as specific elements of a strategy or specific tools, more of the "how to"	Meetings, publications, tie-ins, community events, news releases, etc.