

CRISIS COMMUNICATION (Serial Crisis Management)

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What will you do when crisis happen?

- No way out except implement sistematic crisis management as soon as possible.
- Quick respon by giving truth & trust information
- PR is managing communication
- Providing & controlling information flow are indicator for good crisis respon



Crisis communication

DEFINING CRISIS COMM...

- Coombs (2010, h.20):
 - *“collection, processing, and dissemination of information required to address a crisis situation.”*
 - Communication is the essence of crisis management”
- Fearn-Banks (2002:2):
“ongoing dialogue between organization and its public prior to, during, and after the crisis.”

PRICIPLE OF CRISIS COMMUNICATION

- Tell the truth
- The public be informed vs the public be damned



- (1) Reducing public panic;
- (2) Reducing public worries;
- (3) Reducing speculations, especially at the beginning of crisis.;
- (4) Protecting organization from speculative critics that usually come from public discourse in the media.
- (5) *accountability, disclosure & symmetrical communication* (Grunig, 2001, dikutip di Jin, Pang, & Cameron, 2010:2).
- (6) Be designed to minimalize the disruption to organization's image (Fearn-Banks, 2002:2).

Communication plan:

Core elements are:

- Identifying audiences (Who?)
- How communication is to take place (How?)
- What messages are to be communicated (What?)

The core process is:

- Active, two-way communication

Message Options [What?]

- 1) Full apology
- 2) Corrective action
- 3) Ingratiation
- 4) Justification
- 5) Excuse
- 6) Denial
- 7) Attack the attacker

CRISIS & COMMUNICATION

- Every crisis result in information crisis
- Scanlon (1975), cited in G. Harrison (2005, h.12):

*“every crisis is also a crisis of information....
failure to control this crisis of information results
in failure to control the crisis”*

- Burnett (1998):

The most difficult to handle crisis is the failure to control environment

Communication in crisis stages

- Pre-Crisis:
 - Gathering information about the risks of crisis, managing crisis that tends to grow up, management training.
- Crisis-postcrisis:
 - Gathering & disseminating information during crisis
 - Evaluating management efforts
 - Communicating changes
 - Follow up crisis messages.

Two Way Channel Strategies

- 24 hour available of face to face channel & media center
- Mass media channel for journalist with variety of information.
- Nirmassa media.
- Online media & *social-media*:
 - (1) Source of information about issues & public opinion;
 - (2) Tool to control information by providing factual, up to date, open & reciprocal information.

The ideal spokesperson:

- Polite and patient
- Well-informed and authoritative
- Accurate and reliable
- Articulate
- Available
- Trustworthy
- Evidently committed to the process

Media demands [How?]

- Accuracy and simplicity
- Statistics which are explained
- Context of information
- Comments from highest authority
- Some controversial elements
- Both sides of the issue
- Speed, speed and speed

Happy studying

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