

Consider Audience Point of View in Communicating about Crises

The number of people killed in a plane crash is the same as the number of people who die each week due to cancer or heart disease. Both causes of fatality are preventable, and yet, public outrage in response to these tragedies is vastly different. Whether or not an event personally affects an individual or group impacts their response to it.

As your organization develops a plan for responding to the public during a crisis, it's important to consider the point of view about risk associated with your key target audiences. Depending on the type and extent of crisis, the key messages your organization communicates to a national audience may be different from the key messages your organization will need to communicate to local constituents. Your communication plan needs to address strategies and tactics for all degrees of affected audiences.