

# **Crisis Communication: Guidelines for Action**

## **List of Handouts (*Page 1*)**

*Copyright © 2004 by Peter M. Sandman and Jody Lanard. All Rights Reserved.*

---

---

Crisis Communication: Guidelines for Action -- List of Handouts	II
Crisis Communication: Guidelines for Action -- Contents	IV
Crisis Communication I: How Bad Is It? How Sure Are You?	1
Crisis Communication II: Coping with the Emotional Side of the Crisis	3
Crisis Communication III: Involving the Public	5
Crisis Communication IV: Errors, Misimpressions, and Half-Truths	6
<i>Introduction</i>	
Four Kinds of Risk Communication	8
Six Focus Areas for Crisis Communication	11
<i>Crisis Communication I: How Bad Is It? How Sure Are You?</i>	
The Seesaw of Risk Communication	12
Crisis Communication: How To Reassure Without Over-Reassuring	13
Talking about Worst Case Scenarios: Eight Principal Strategies	15
Crisis Communication: Avoiding Overconfidence in Uncertain Situations	16
Dealing with Uncertainty	18
Crisis Communication: Dilemma Sharing -- When Should You Do It?	19
Crisis Communication: The Risk-versus-Cost Dilemma	20
Crisis Communication: How to Let Opinion Diversity Show	22
Crisis Communication: Guidelines for Responsible Speculation	23
<i>Crisis Communication II: Coping with the Emotional Side of the Crisis</i>	
Crisis Communication: "Panic Panic" and Fear of Fear	24
Crisis Communication: Levels of Fear -- Which Is the Goal?	26
Beyond Panic Prevention: Addressing Emotion in Emergency Communication	28
Crisis Communication: Adjustment Reactions	29
Crisis Communication: How to Establish Your Own Humanity in a Crisis	32
<i>Crisis Communication III: Involving the Public</i>	
Crisis Communication: Giving People Anticipatory Guidance	33
Crisis Communication: Encouraging an Active Rather than Passive Public	34

*Crisis Communication: Guidelines for Action, p. II*

For more information, see [www.psandman.com](http://www.psandman.com).

For reprint permission, write [peter@psandman.com](mailto:peter@psandman.com) or call (609) 683-4073.

# **Crisis Communication: Guidelines for Action**

## **List of Handouts (*Page 2*)**

*Copyright © 2004 by Peter M. Sandman and Jody Lanard. All Rights Reserved.*

---

---

<i>Crisis Communication IV: Errors, Misimpressions, and Half-Truths</i>	
Crisis Communication: Acknowledgment, Blame, and Forgiveness	38
Crisis Communication: Anchoring Frame Fundamentals	41
Crisis Communication: Some Important Anchoring Frames in Crisis Situations	42
Crisis Communication: Candor about Candor	43
Crisis Communication: How to Do Risk Comparisons	44
Is This a Good Risk Comparison?	45
Avian Flu Exercise: What Are They Doing?	46
SARS Exercise: What Are They Doing?	50
"Plus Ça Change" Exercise: What Were They Doing?	55
For More Information	61
About the Speakers	63
About the American Industrial Hygiene Association	64

***Crisis Communication: Guidelines for Action, p. III***

For more information, see [www.psandman.com](http://www.psandman.com).

For reprint permission, write [peter@psandman.com](mailto:peter@psandman.com) or call (609) 683-4073.