

Crisis Communication

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Crisis Communication and Management

- Crisis communication is both internal and external.
- Crisis's come in all shapes and sizes
- Some crisis's can be anticipated or predicted, some cannot
- In the last 15 years, Louisiana has had both kinds.
- It is important to have a crisis management and communication plan in place.

Hurricanes

**Katrina – 9th ward
devastation**



New Orleans Flooding



Incident Command takes over

Housed at LDEQ

Daily Incident Command meeting

Agency cooperation extremely important



Lessons learned

- When answering the phone, get all pertinent information immediately
- Have point people and spokespersons for each office
- Respond in a timely manner with factual information – sometimes difficult
- Loss of power required creative thinking – AM Radio, Satellite phones, walkie talkies
- Social media can be a an asset Rumors and social media chatter need to be recognized and addressed
- Use web site to best advantage to get information out
- Keep in close touch with all affected areas
- Joint Information Center at GOHSEP

Louisiana Floods of 2016

Unpredicted, unplanned event

More than 100,000 businesses and home affected. Denham Springs had approx. 71% of buildings damaged

Advocate photo



Lessons Learned

- Unpredicted, extremely long crisis – not over quickly
- Monitor chatter and directly address rumors, social media issues.
- No one prepared for flood. No one had extra supplies or kits as they would for a hurricane.
- Still not over for many people and businesses
- Supply chain, mobility, accessibility all affected – No way to get out
- Joint Information Center questions – basic human needs – bread, milk, doctors
- LDEQ later messages concerned debris pick up for months



**Deepwater Horizon (BP) Oil spill - April 20, 2010
to September 19, 2010**

Continuous messaging

- Joint Information Center was in place for more than 110 days at GOHSEP.
- Very long, unpredicted event
- First responder agencies were required to be there
- Extensive use of social media – twitter, retweets, Facebook, Instagram and more

Remote (virtual) Joint Information Center - solution to a problem

- Long events like the BP Spill require first responders to be in the JIC
- Agencies, as long as they have power, can remote in rather than being physically present.
- Virtual JIC is part of the Joint Information System and allows responding PIOs in many locations to work from an online location.
- The vital information can be shared even if a physical JIC has not been established.

Preparation for all events

- Have a system in place to effectively address communication a coordinated response, resources, internal and external.
- Pick and train your spokespeople in advance
- Establish procedures to communicate quickly both internally and externally
- Keep messages direct, simple and factual. Choose your words carefully
- When there is a perceived risk, real time information allows the public informed decisions

Questions?

Contact information

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