

Erica J Myers

MCO 494: Crisis Communication

Professor Dr. Fran Matera

October 27, 2020

Module 3: Messaging

Read the **Info** presented then re-write each statement to increase clarity and reduce potential “fog” or miscommunication.

Your response to each should be about the same length as the original. If a tweet is indicated, it should not exceed 140 characters. Although the current limit is 280 characters, the most common length is 33 characters, according to techcrunch.com.

Info:

#BobcatFire Smoke advisories remain in place for parts of the South Coast Air Quality Management District and the Mojave Desert Air Quality District.

(Tweet – Los Angeles County Fire Department, Sept 20, 2020)

What would you say?

SMOKE ADVISORY: South Coast & Mojave Desert Air Quality Districts #BobcatFire

Info:

St. Paul - Group of protesters entering the freeway I94 near Marion.

(Tweet – Crime Watch Minneapolis, Sept 24, 2020)

What would you say?

Traffic: St. Paul @ I94 near Marion. Protesters entering freeway.

Info:

The University has received a bomb threat. Police are responding. The campus is closed until further notice. Please keep away.

What would you say?

ALERT! University received bomb threat. Police are responding. Campus CLOSED. Please Keep Away.

Info:

People living in the area of Hwy 116 & Midway are advised to evacuate. Shelter set up at Taft HS. Wildfire advancing rapidly from the east.

What would you say?

WILDFIRE ALERT: Area of HWY 116 & Midway. Evacuation Advised. Shelter @ Taft HS. Wildfire advancing rapidly from east.

Info:

All SB lanes of I-5 blocked near Mounts Road in Pierce County due to derailed train car. Avoid area! (Tweet – Washington State Department of Transportation)

What would you say?

Train Derailment: Pierce County. SB Lanes of I-5 blocked near Mounts Rd. AVOID Area!

Info:

During the Zika virus outbreak in 2016, the WHO and the CDC differed in the advice disseminated to the public. What message would bridge the gap on behalf of the **CDC**? What about the **WHO**?

WHO said: There is no need to avoid travel to certain countries.

CDC said: We think you should avoid traveling to certain countries.

What would you say?

Use caution while traveling to certain countries. Learn about your destination in [Zika Travel Information](#).

****** I underlined the Zika Travel Information as if it were a hyperlink to take you to further information. It is not a hyperlink.******

Info:

A public health official trying to reduce food borne illnesses from E. coli infection.

“E. coli 0157:H7 is a complex pathogen whose proliferation is tied to issues as far-reaching as meat production and processing, day care centers, cooking times, handwashing and pasteurization.”

What would you say?

To prevent e. coli infection: Wash hands thoroughly. Observe cooking times to ensure food is cooked thoroughly. Pasteurize foods when necessary. E. coli 0157:57 is a complex pathogen with proliferation ties to meat production and processing, and day care centers.

Info:

“What the hell did we do to deserve this?” CEO Tony Hayward’s initial response to fellow BP executives.

([New York Times \(Links to an external site.\)](#) on April 29, 2010)

What should he have said?

This is very unfortunate for our workers and the environment. We must take responsibility for this event and make changes to prevent this from happening again.

Info:

When Supreme Court Justice Antonin Scalia died on a vacation trip in 2016, the ranch owner who found him said, “I found Scalia dead with a pillow over his head.” Some interpreted that as evidence Scalia had been smothered. The media reported it as such.

As a spokesperson for the ranch, how would you rewrite this statement?

Judge Antonin Scalia was found in a resting position with a pillow positioned to block out the light from a daytime nap.