

# Communicating with the Media in a Crisis

# The Media Bubble





#### Before the Crisis...

- Prepare before the crisis hits
- Know your resources
- Form relationships before you need them







#### The New York Times





### During a Crisis...

- Demand for information
- Face time
- Reach of your message
- Ask for help



#### After a Crisis...

- Getting "back to normal"
- Use of social media
- Community outreach



#### **Community Outreach**





Gardens







Gardens









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