

William Brown

Manager Business Development,
J Frank King, LLC

Competitive Division - Graduate Student

Loud, Clear & Concise Communication for Effective Emergency Management

Currently there has not been any large-scale suicide studies within the Emergency Management profession except for a small study conducted in the State of Nevada by this author. We will conduct an anonymous national survey of Emergency Managers within the US to assess the overall suicidology of this professional category.

Presentation Theme: Loud, Clear & Concise Communication for Effective Emergency Management.

Effective communication is imperative in emergency management to ensure public safety, facilitate response efforts, and build trust.

Effective communication includes tailoring messages to diverse audiences, using loud, clear & concise language, and being compassionate to those with disabilities.

During an emergency, communication should focus on providing timely and accurate information, as well as communication acknowledging the public's concerns.

The importance of speaking effectively during an emergency can be broken down into five categories: 1) Public Safety, 2) Response Coordination, 3) Building Trust, 4) Diverse Audiences, 5) Tools & Channels

Collaborators, Advisor(s) and Department(s) that assisted with this research: FEMA.GOV, Strategies for Effective Communication, May 2023
Virginia Commonwealth University, Crisis Communication Strategies for Emergency & Crisis Management Officials, Blog, June 2021