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## Communicating Risk to Student Populations

Matt Stanley

*Cumulus Lividus*

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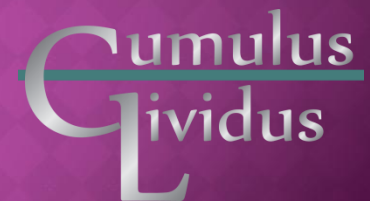
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# RISK COMMUNICATION TO STUDENT POPULATIONS

Matthew Stanley  
Cumulus Lividus



# OVERVIEW OF RISK COMMUNICATIONS

## Risk and Crisis Communications

# OVERVIEW OF RISK COMMUNICATIONS

- Risk Assessment – a determination of qualitative or quantitative value of risk related to a concrete situation and a recognized threat

# OVERVIEW OF RISK COMMUNICATIONS

- Risk Communication – sharing of risk-related information between decision makers and stakeholders



CARTOON BY MICHAEL MITTAG, WWW.COOLRISK.COM

# COMMUNICATING RISK

## ⦿ Risk Communications vs. P.R.

- Often contrary concepts
- Liability vs. life safety
- Privacy vs. right/need to know
- Image management vs. public perception



# COMMUNICATING RISK

- ◉ When do we communicate risk?
- ◉ Why do we communicate risk?
- ◉ How do we communicate risk?

# “EDUCATE TO MITIGATE” OR “ARM TO HARM”

## ○ Risk Communications should be:

- Proactive
- Positive
- Persistent
- Personable



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# “EDUCATE TO MITIGATE” OR “ARM TO HARM”

- Considerations in Risk Communication
  - Angle of the message
  - Timing of the message
  - Maintaining the message
  - Passion/Compassion
  - Message Medium

# REACHING YOUR AUDIENCE

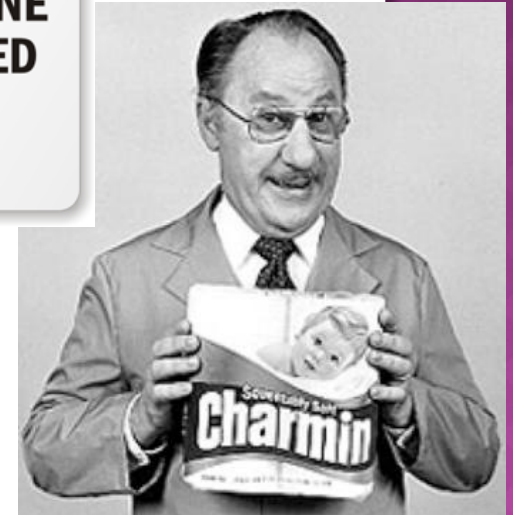
- What is the best way to reach them?
  - Text messages
  - Internet
  - Print media
  - Broadcast media
  - Signs/posters/coasters
- What about redundant measures?
  - Outdoor warning sirens/public address



# REACHING YOUR AUDIENCE

## ○ What are the barriers?

- Language
- Technological
- Generational



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# CONSIDERATIONS IN OUTREACH

## ◉ Define the message

- By the type of event
- By the urgency, frequency, trends, and risk
- By the audience
- By the medium

## ◉ What are the expectations

- By the administration
- By the audience



# THE TRUTH SHALL SET YOU FREE

## ○ Risk Communications

- What are the liabilities?
  - What is said
  - What is unsaid
- Why withhold information?
  - Legal Limitations
  - Unstable crowds – civil unrest
  - Lives or human safety at risk



# THE RIGHT THING TO DO

## ○ Imperial Sugar Explosion

- February 7, 2008
- John Sheptor, Imperial Sugar CEO

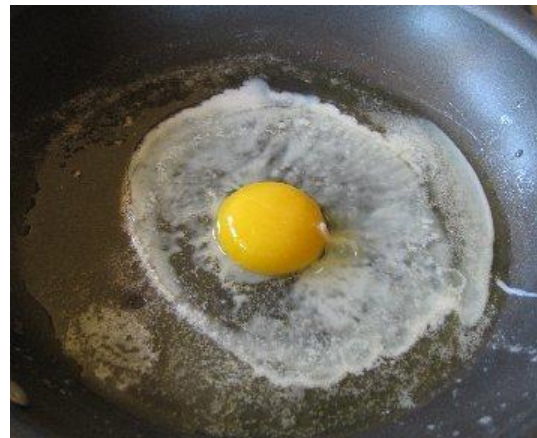
## ○ Metrolink Rail Accident

- September 12, 2008
- Denise Tyrrell, Metrolink Spokesperson



# YOUR TURN

- ⦿ Best Practices at Your Campus?
- ⦿ Successful Risk Communications Campaigns?



# QUESTIONS?

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