



Catastrophe Communications

Pinnacle Communications Group





Defining Disaster

Crisis v. Catastrophe

Crisis communicators aim to explain, resolve, or mitigate a problem. Catastrophe communicators are **empowering people** with information to help them help themselves.

Crisis communication is an organizational demand, whereas catastrophe communication is environmental. That environment is uniquely difficult and filled with distractions, both conscious and subconscious.

Understanding and having experienced the complexities of this environment is essential for effectively communicating before or during a catastrophe.

Pinnacle Communications Group brings more than 20 years of innovative catastrophe communications management experience in natural, biological, and man-made scenarios.

Awareness

Getting people to listen to your message when the threat is not imminent makes awareness communication difficult. This is why creativity is essential. It is the continual conversation about resilience.

Effective awareness communications are compelling and grab attention, encouraging action without diminishing the importance of the message.

The effectiveness of preparedness communication impacts recovery operations and communication strategy.

When possible, effective communication is critical in the time immediately before a disaster. Proactivity is key to preparation - messaging that strategically builds on the awareness narrative with timely incident-specific information.

Preparation

Recovery

Recovery messages have clear immediacy. They are, however, hampered by life-changing and life-threatening distractions.

Catastrophe communicators need to be strong informational gatekeepers, focusing on the timeliest, most actionable information that can break through the paralyzing noise of chaos.

Tighten Your Message



As you get closer to an event, your message tightens to focus your audience on immediate needs to prepare. Pinnacle's Catastrophe Communication Curve illustrates the lifecycle of emergency management communications.

Depending on the nature and frequency of a peril, your outreach may pick up at different points of the curve. Inclusive strategy development is important.

The Pinnacle Pathway

The Pathway is what makes Pinnacle's approach to strategic communication uniquely effective.

For catastrophe, institutional, or individual strategic communications, the Pinnacle Pathway is a roadmap for storytelling - purposeful messaging deliberately structured to positively promote your narrative

Identification is referred to as the Opportunity Audit in institutional or organizational strategy development - an interactive brainstorm that identifies needs and ways to tell your story.

Ideation takes your opportunities and builds a framework for meaningful storytelling.

Implementation brings your stories to life in ways that powerfully resonate.

Identification



Ideation



Implementation



Proactivity

Aggressive proactivity is key to managing the lifecycle of catastrophe communication strategy.

Strategic Storytelling is important during the Awareness stages of the Catastrophe Communication Curve - identifying compelling stories that meaningfully illustrate the need for readiness.

During the Preparation and Revocery lifecycles, **flood the airwaves and streams**. Press Releases and social media messages aren't enough. The media is hungry for engaging, actionable experts to provide timely programming. Get creative and have a strategy ready.



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