



CRISIS COMMUNICATIONS

A Leadership Imperative

Chris Bonura
Director of Industrial Development
Port of New Orleans

Role of Communications in a Disaster

- ◉ Limit damage and operational impact by coordinating before the disaster.
- ◉ Convey realistic assessment of damage after a storm.
- ◉ Dispel rumors and spread facts.
- ◉ Set recovery goals and report on progress-- every day.



Perception vs. Reality



Walking the Tightrope

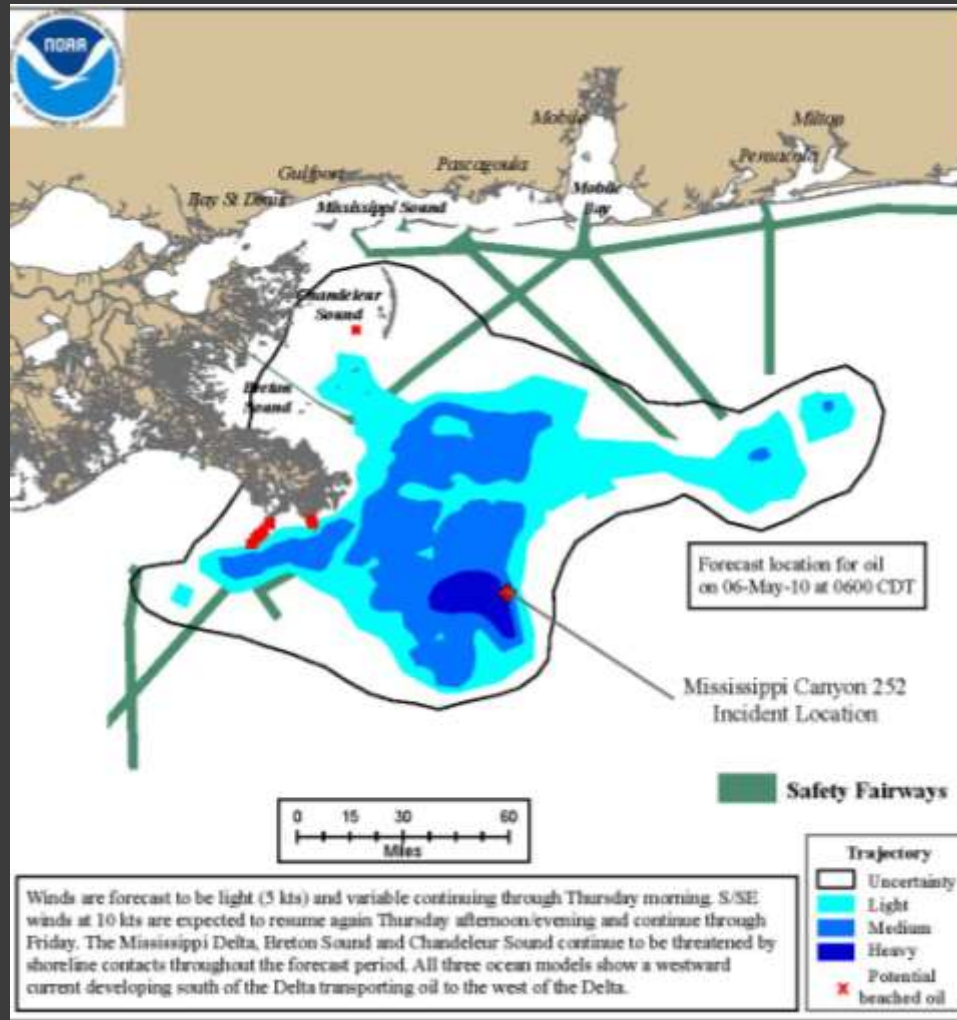


Everything is Swell



The Sky is Falling

Facts Lead to Informed Decisions



Rumor Patrol



Physical Barriers to Communications



The Media: Friend or Foe?



Set Goals & Report Progress





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