

EMPA Webinar – January 2024 – live Q&A

Barbara Ryan: I wonder if we automatically attach a time/deadline to our work when we apply the word strategic, which can stop us from listening? What do you think?

(answered live) **Amanda Anderson:** Do you think imagery works better for people who may not have diverse language backgrounds? Do you have any evidence of that? I think you have to be so clear with imagery though as I often have difficulty understanding what road signs are really trying to say. (Diverse language backgrounds to the dominant language in a community.)

(answered live) **Annie Moreillon:** What are your thoughts about cartoon type/animation imagery vs real life images? What hits better?

- In disaster recovery, we are leaning towards cartoons over photos. It helps people connect to the message without anything that is hard to see as they work through their recovery.
- Illustration would be a better term to use instead of cartoon. Illustration can be very stylistic and sophisticated, whereas cartoon can feel childish and un-sophisticated.

(answered live) **Norma Kloosterman:** We talked about visuals, but should we also check in with the audience on how they would like to receive the comms/messages. Show, tell me, let me do it, where can I hear about it, read about it.... different learning styles to get to understand a message.

Md Masud Parves Rana: What strategic communication measures we may take during a Flash Flood that are different from the Riverine Flood? How BOM and other agencies are working with this issue?

(answered live) **Sue Atkinson:** I think there is still a focus on messaging and how to make the messaging 'right'. Understanding the communication ecology within a community - who the 'information intermediaries' or 'story tellers' are and how people source, cocreate new meaning and share information within their communities is so important. More people get their information in a crisis from friends and families - not from authorities - particularly local information. How do authorities plug into the existing networks?

Brenda Mackie: Can Renae share her key archetypes please (in the chat)

(answered live) **Helen Shaw:** What would you consider to be the number #1 thing you want all emergency comms plans to have, that you would expect to be the most useful when that emergency does occur?

(answered live) **Simon Pleasants:** Are strategic leaders always keen to accept measurement of outcomes rather than outputs? I mean in a way that attributes the outcome to comms rather than the business acumen of the strat leaders.

(answered live) **Clare Brandon:** We know that telecommunications can and does break down in disasters. What sort of contingency plans can you build into your disaster or resilience communication planning to get messages through when normal channels are not available.

Barbara Ryan: How important is the 'why' in our messaging? Especially when we are asking for action?

(answered live) **Peter Bullen:** As a community, are we relying too much on electronic messaging at the time of an emergency rather than promoting planning and preparation prior to an emergency. Particularly in the event of communication methods breaking down?