

# CrisComScore

## Developing a Crisis Communication Scorecard



### Project objectives

The goal of this project is to develop an audit instrument and relevant guides for crisis communication strategies, with which public authorities are better prepared to communicate in crisis situations.

To meet this goal the project has four key objectives:

- » First objective is to identify critical factors for communication strategies in *media relations* before, during and after crisis situations.
- » Second objective is to identify critical factors for communication strategies in relations with *civilians and miscellaneous public groups* (survivors, casualties, deceased victims, family to workers, first responders and affected communities) before, during and after crisis situations.
- » Third objective is to construct a *Balanced Scorecard* for public authorities to measure and improve their readiness to communicate in crisis situations.
- » Fourth objective is to stimulate implementation by *facilitating* the use of the Balanced Scorecard and the Strategy Guides for spokespersons and crisis communication with other public groups.

### Description of the work

By this project we pursue to improve crisis communication, by identifying *critical factors* in media relations and relations with civilians

of miscellaneous public groups (survivors, casualties, deceased victims, family to workers, first responders and affected communities) before, during and after crisis situations. These crises may be the result of acts of nature, or acts of man (both intended, such as terrorism, or unintended, such as major accidents and infrastructure failure).

We will study communication strategies in various recent cases and analyse the reception of information in stressful situations.

By identifying critical factors the challenges of crisis communication are addressed. The findings will be reported in Strategy Guides and used as a basis for the Balanced Scorecard. The results will be available for public authorities. Many organisations use the balanced scorecard to organise a system of quality control (Kaplan and Norton, 2001).

Scorecards are action-oriented and the assessment must be more than a picture of a given moment in time. It should present opportunities for a continuous process of assessment and improvement. In this sense, it can be seen as a strategic feedback system. The indicators that assess performance must aim at core processes and critical variables so that opportunities for improvement can be identified.

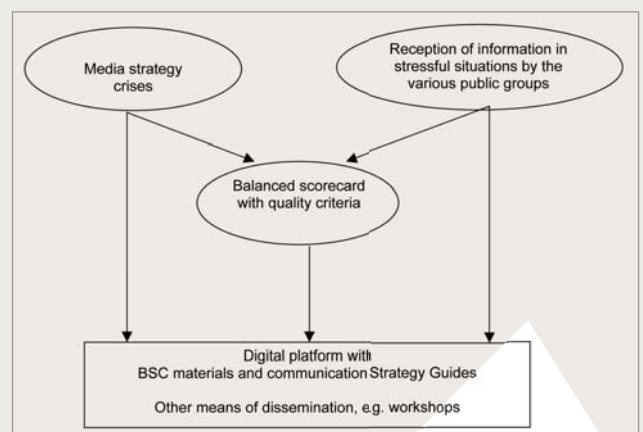
What is needed is an *integrated approach*, stimulating co-

operation between the various organisations involved in crisis management and government levels. The consortium consists of four universities in various countries and an end user organisation that has extensive experience in the field and a good network with related public and other organisations involved in crisis management.

### Expected results

The outcome of this project will be an audit instrument - a Scorecard and relevant Guides - as a tool for ensuring effective crisis communication strategies and implementation.

The Scorecard will enable public authorities to measure and improve their readiness for crisis communication. The Guides facilitate effective media relations and crisis communication strategies for various public groups. The outcome will be made available for public authorities on a digital platform together with support materials.



# INFORMATION

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CrisComScore

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217889

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**EU Contribution :**

€ 799,174

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**Duration :**

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