

TRAVEL



OREGON

**CRISIS COMMUNICATIONS PLAN
COMMISSION MEETING**

9.25.24

@gwynandami

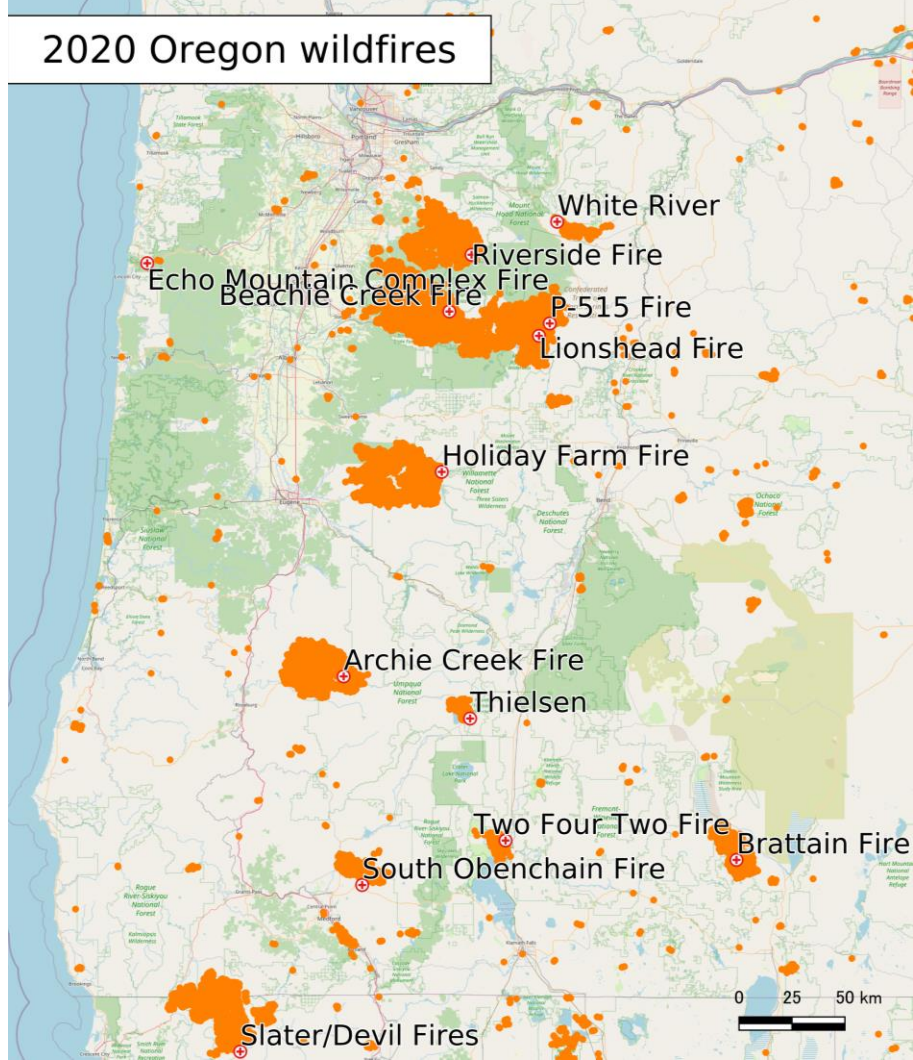
LET'S START WITH WHY

The mega wildfires of September 2020 taught us that crises don't respect regional boundaries.

We've learned that a crisis in one region can have visitor impacts across the entire state.

Being connected and aligned will benefit us all.

2020 Oregon wildfires





HOW WE BUILT THE COMMS PLAN

Plan created by Travel Oregon + Lawrence PR with input from Office of Emergency Management (OEM) and best practices from other state tourism offices.

Realization that the tourism industry in Oregon needs to be aligned resulted in a coordinated Task Force approach.

Secured resources to support regions in the creation of regional plans.

TASK FORCE LEADERSHIP

- This plan is based on the establishment of a Crisis Communications Task Force.
- One representative from each of Oregon's seven Regions, as well as a representative from Travel Oregon.
- The role of the Task Force is to oversee, guide and make decisions around Travel Oregon's crisis response efforts.



WHAT DOES THIS LOOK LIKE IN ACTION?

1

RDMO requests or needs crisis comms support

Contacted by RDMO or crisis is observed

2

Convene the Task Force

Set meeting to assess crisis and make decisions

3

Work with region and/or OEM to assess crisis level

See plan for info about assessment

4

Determine messaging

In many cases, Travel Oregon will share OEM's messaging

5

Designate spokespeople

Supplement with specialists if necessary

6

Share holding statements and updates

Websites, email, socials channels, etc.

7

Adjust as needed

Monitor and adjust strategies as needed

8

Post-Crisis

Review the response and make improvements

WHAT DEFINES A CRISIS?

LEVEL 1:

- Event is getting hyper local coverage

LEVEL 2:

- Event is getting coverage throughout Oregon and beyond

LEVEL 3:

- Catastrophic event that is getting national or global news coverage



CRISIS COMMS IN ACTION

2024 WILDFIRE SEASON

- Gov. Kotek's 8/29 Briefing:
"Unprecedented, costly"
- ~60 wildfires tracked, to date
- Timely, consistent messaging in partnership with regions, Office of Emergency Management and Watch Duty
- Off season: create coordinated messaging around visiting during and post fires with Task Force



NEXT STEPS

- Developing Regional Crisis Communications Plans
 - Central Oregon
 - Eastern Oregon
 - Mt. Hood/Gorge
 - Oregon Coast
 - Willamette Valley
- Gathering the Task Force



An overhead view of three women sitting around a white table, enjoying a meal. The woman on the left wears a dark blue and white striped shirt. The woman in the middle wears a mustard yellow sweater and glasses. The woman on the right wears a light blue button-down shirt. They are eating various dishes, including a strawberry-topped dessert, a small round cake, and a bowl of food with a strawberry. There are also glasses of water, a glass of red wine, and a small vase with pink flowers on the table. The text "Thank you" is overlaid in the center in a dark green, serif font.

Thank you