Crisis Communications Experience Map: Emergency weather events

PACMAS
Pacific Media Assistance Scheme

Map name:

	Always / Ongoing	Pre-event	During event	Post event
1. Time frame What are the key times to communicate				
2. Audience Who are you communicating to?				
3. Content What do audiences need / want to hear. What do you need to communicate	Audience need: Priority 1 Priority 2 Priority 3 Priority 4	Audience need: Priority 1 Priority 2	Audience need: Priority 1 Priority 2	Audience need: Priority 1 Priority 2
4. Formats What are the most effective formats for this information				
5. Channels What channels/ platforms will your audience be using?				
6. Distribution partners Your message network				

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