



## **Successful Crisis Communications: How to Integrate the National Incident Management System (NIMS) into Your Emergency Response**

***Mike McGill, President***

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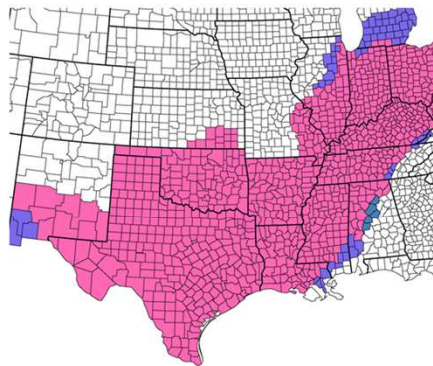
## **Avoid the Biggest Mistake in Crisis COMMS**

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# Using an “Operational Approach” to COMMS



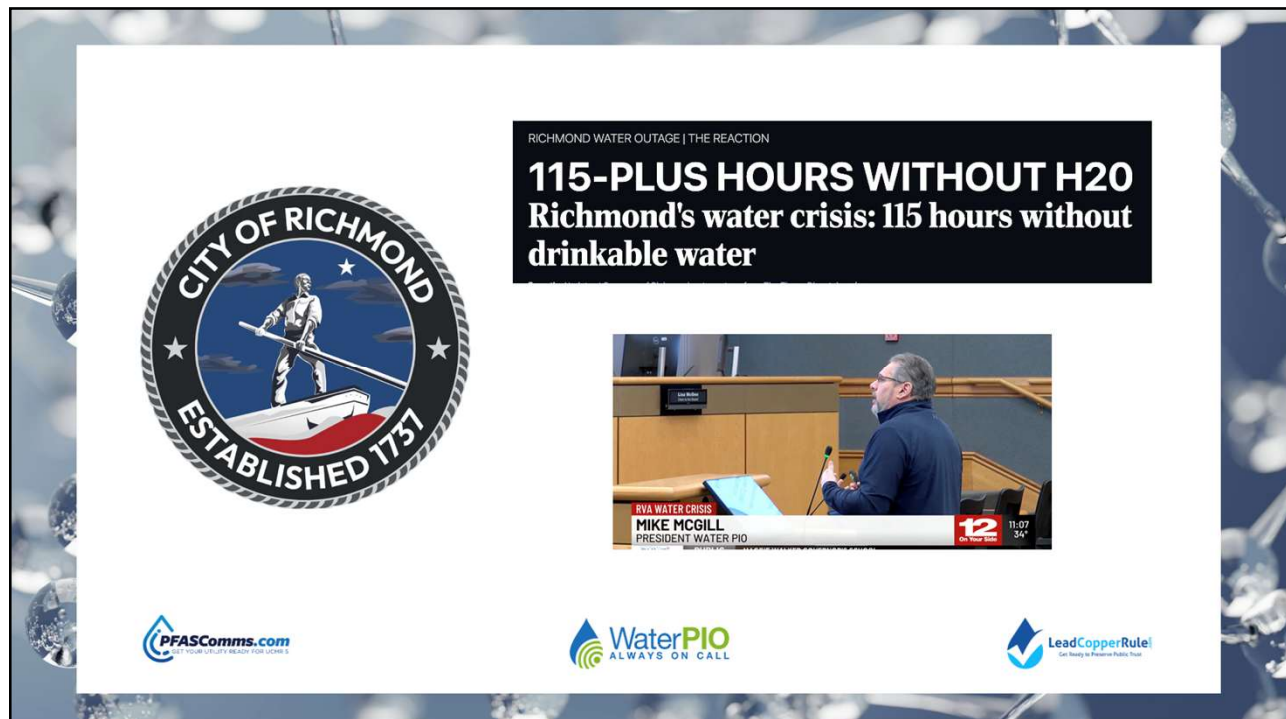
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# How to Succeed During the Chaos



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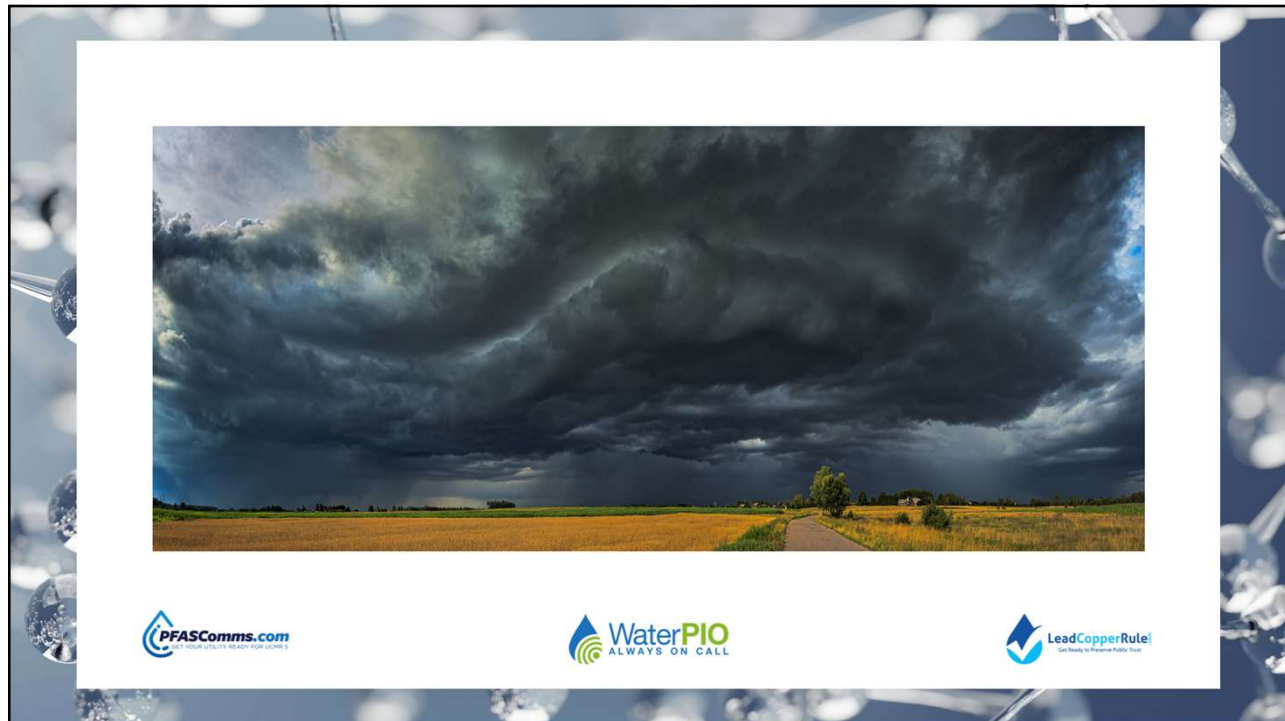




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## National Incident Management System (NIMS)



# FEMA

**“Provides a consistent nationwide framework and approach to enable government at all levels to work together to prepare for, prevent, respond to, recover from, and mitigate the effects of incidents.”**



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### Preparedness

Communications and Information Management

Resource Management

Command and Management

Ongoing Management and Maintenance

Incident Command System

Multiagency Coordination Systems

Public Information



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## NIMS – Public Information

**“Consists of the processes, procedures, and systems to communicate timely, accurate, and accessible information on the incident’s cause, size, and current situation to the public, responders, and additional stakeholders.**

**Public information must be coordinated and integrated across jurisdictions and organizations involved in the incident.**

**To facilitate that process, Public Information includes three major systems/components - Public Information Officers (PIOs), the Joint Information System (JIS), and the Joint Information Center (JIC).”**



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**COMMS under NIMS impacts how EVERYONE perceives the crisis response.**

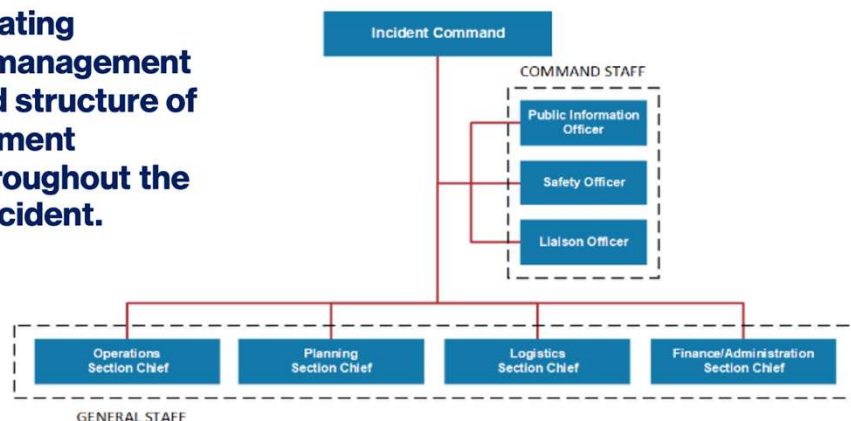
**Sets the process in place so COMMS is not on the outside looking in. *Failure.***



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## Incident Command System (ICS)

Defines the operating characteristics, management components, and structure of incident management organizations throughout the life cycle of an incident.

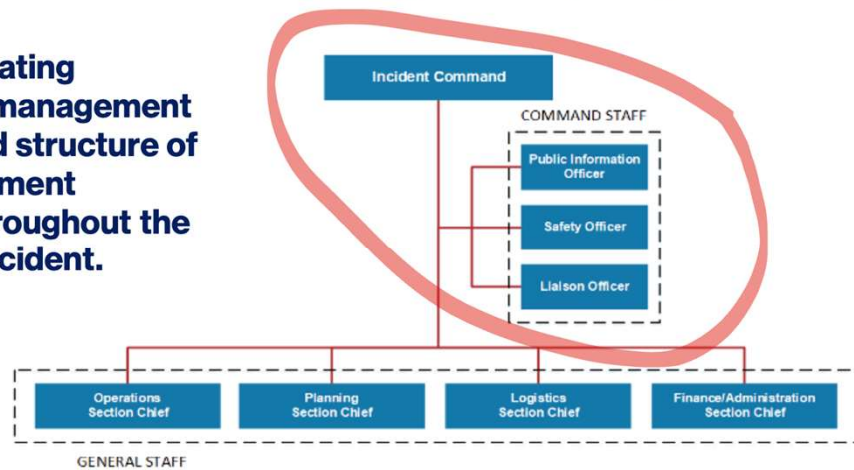


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**Lays out ALL possible emergencies.**

**Coordinated with operational response.**




**Uses anyone with COMMS aptitudes.**

**Covers all response shifts.**


**Matches news & social media skeds.**

**Uses employees as “eyes & ears.”**



***Employees: Direct path to COMMS.***

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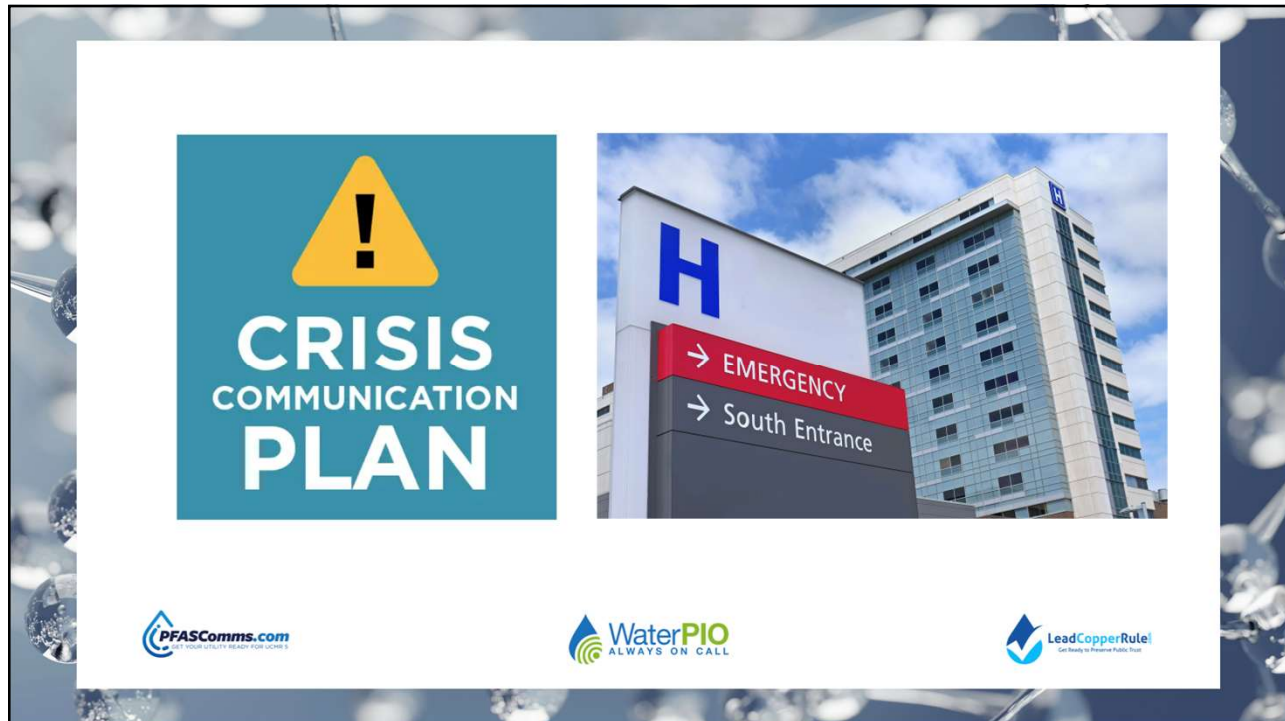
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**Employees: Direct path to COMMS.**  
**Use NIMS? Great. Don’t use? Still helps.**  
**Can still use Unified PIO. Documentation.**  
**Info vetting (QA). QC & Approval Process.**  
**Review every six months. (Contacts.)**

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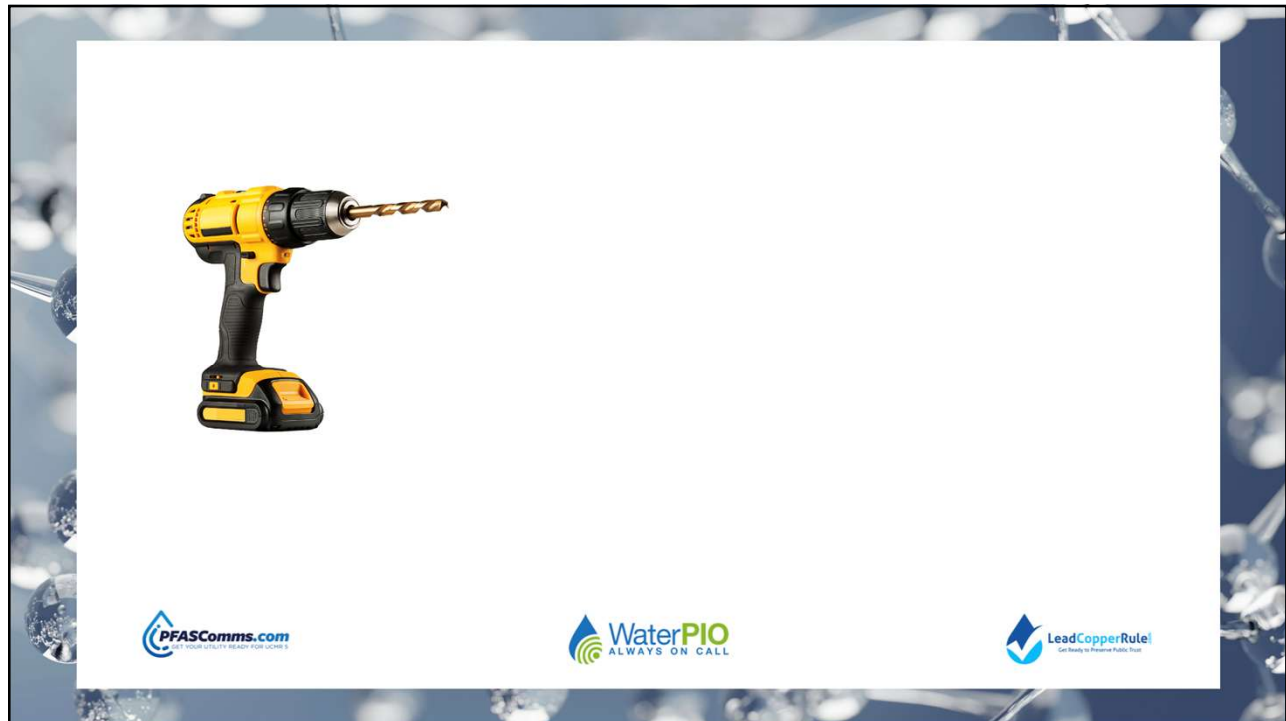
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## Successful LCRI COMMS: Systemwide Exceedance Notification

# FLINT!



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**FLUORIDE**  
**IN DRINKING WATER**


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**POLITICS** Robert F. Kennedy Jr. [Add Topic +](#)

## RFK Jr., pushing curbs on fluoride, says 'the more you get, the stupider you are'

*Kennedy also said he plans to get soda and candy out of the nation's food stamps programs.*

 **Swapna Venugopal Ramaswamy**  
USA TODAY

April 30, 2025 | Updated May 1, 2025, 8:34 a.m. ET

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**How to Tell the Painful Truth in a Crisis When You'd Rather Not**

WITH MIKE MCGILL



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Water PIO



waterloop #117: The Playbook For Proactive Comms With Mike McGill

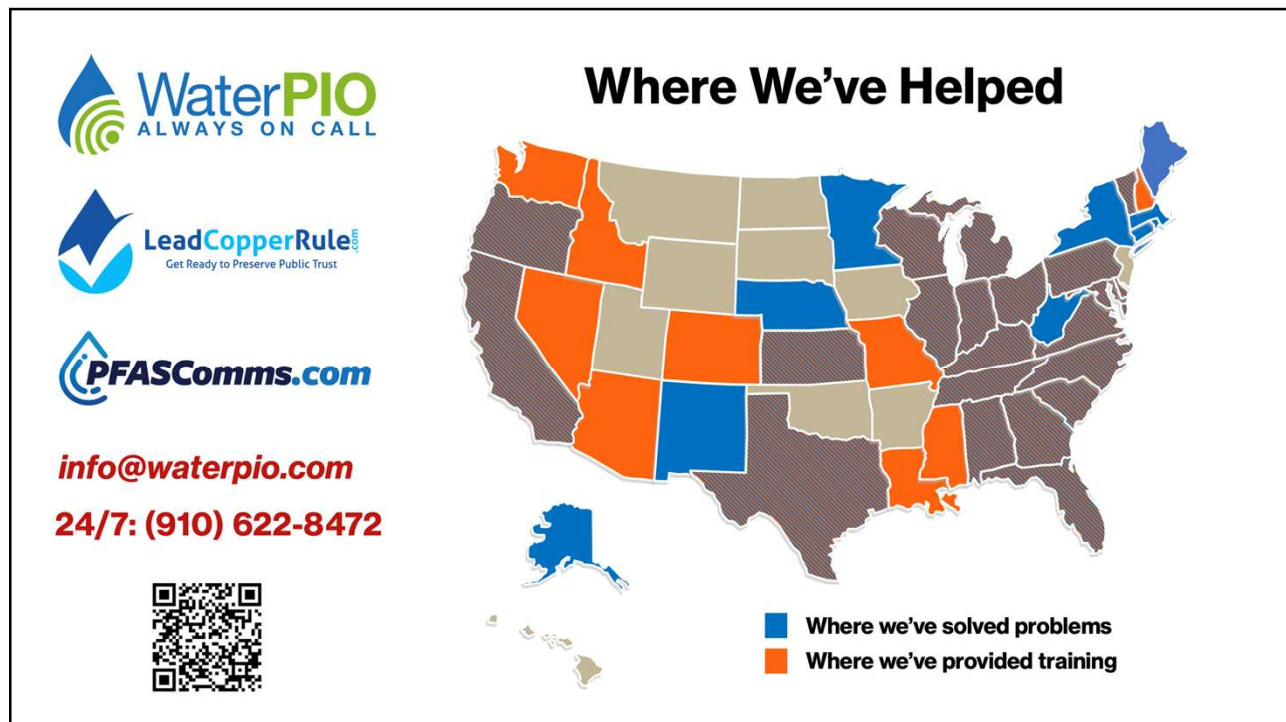


NEW PODCAST EPISODE

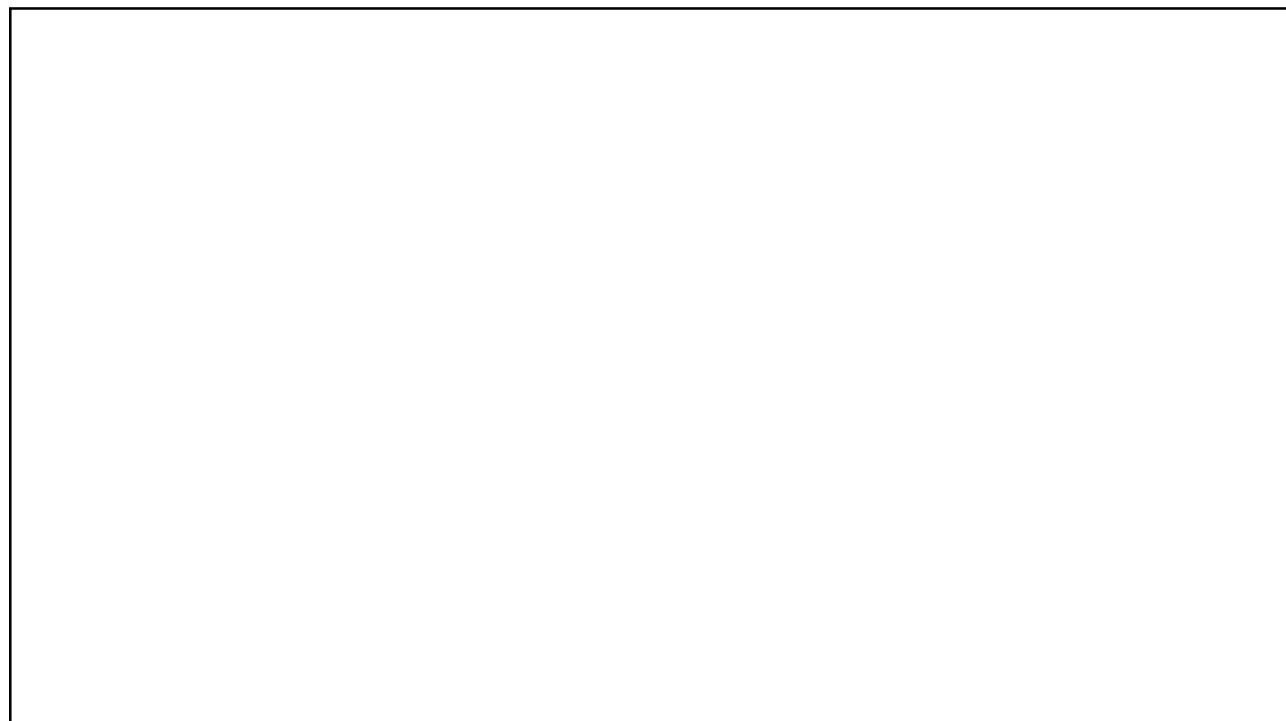
## 55. Mike McGill, Founder of WaterPIO

The PR Podcast

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## LCR Communications Challenge #2

### LCR Testing Process



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## LCR Communications Challenge #3

### The "Trigger Level"

# 15 ppb



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## LCR Communications Challenge #3 The “Trigger Level”

15 100b



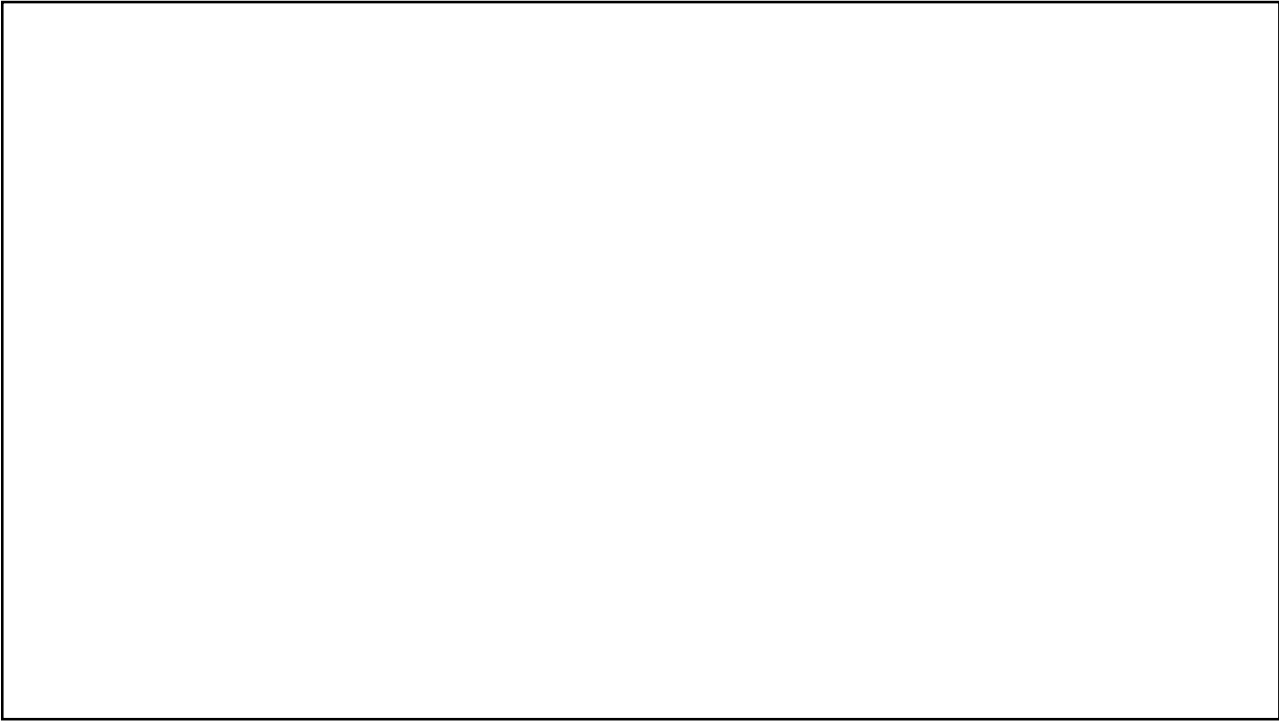
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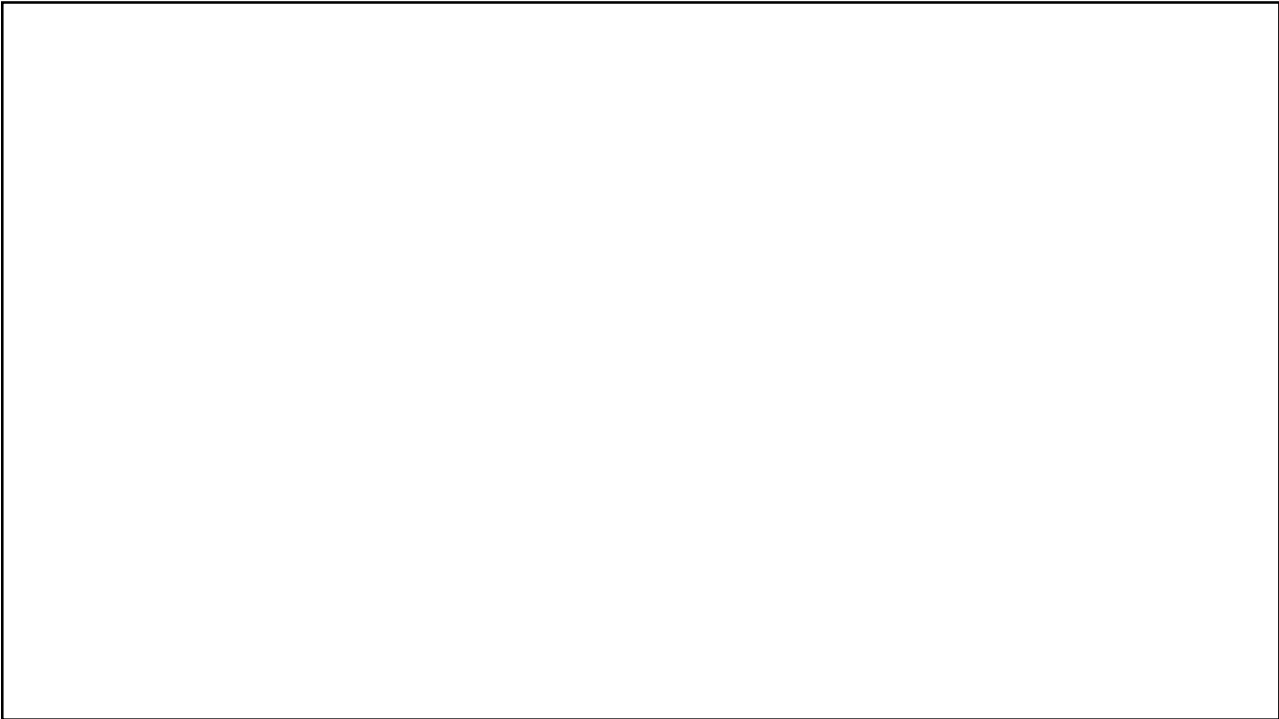
## Turning Our Latest Challenges Into Opportunities Through Effective Communication

***Mike McGill, President***

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### LCR Testing Process



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### The “Trigger Level”

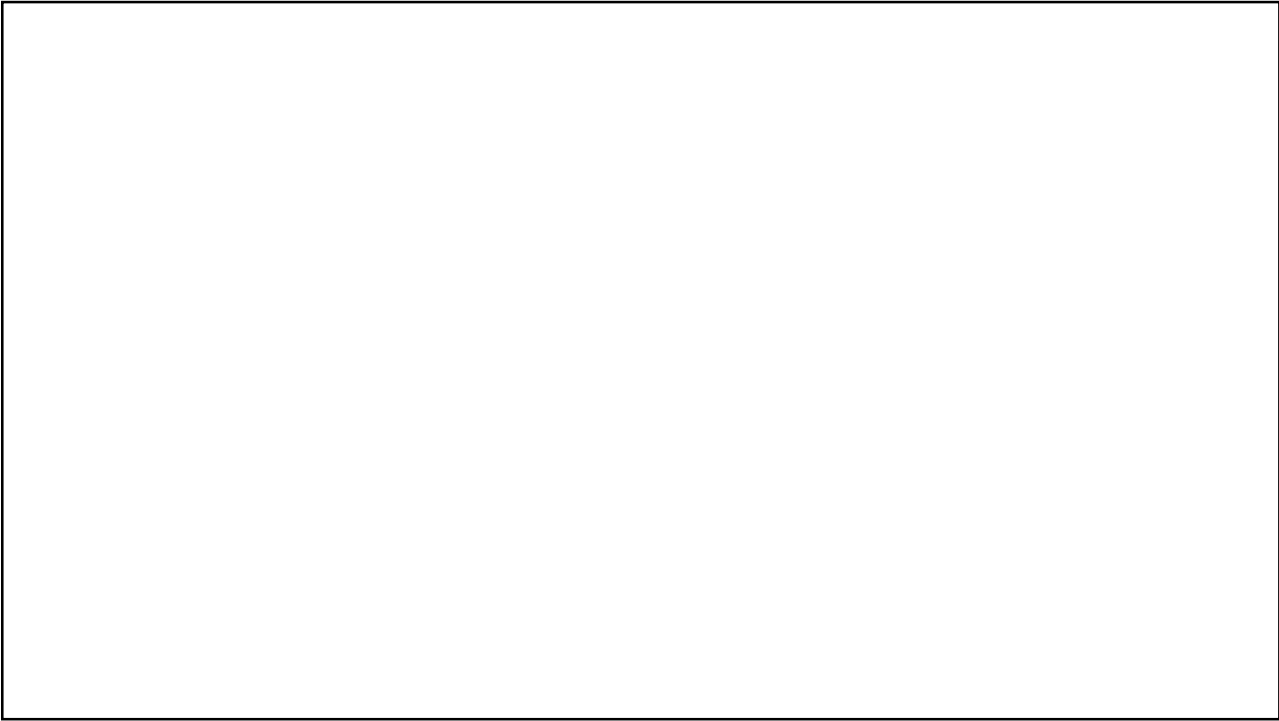
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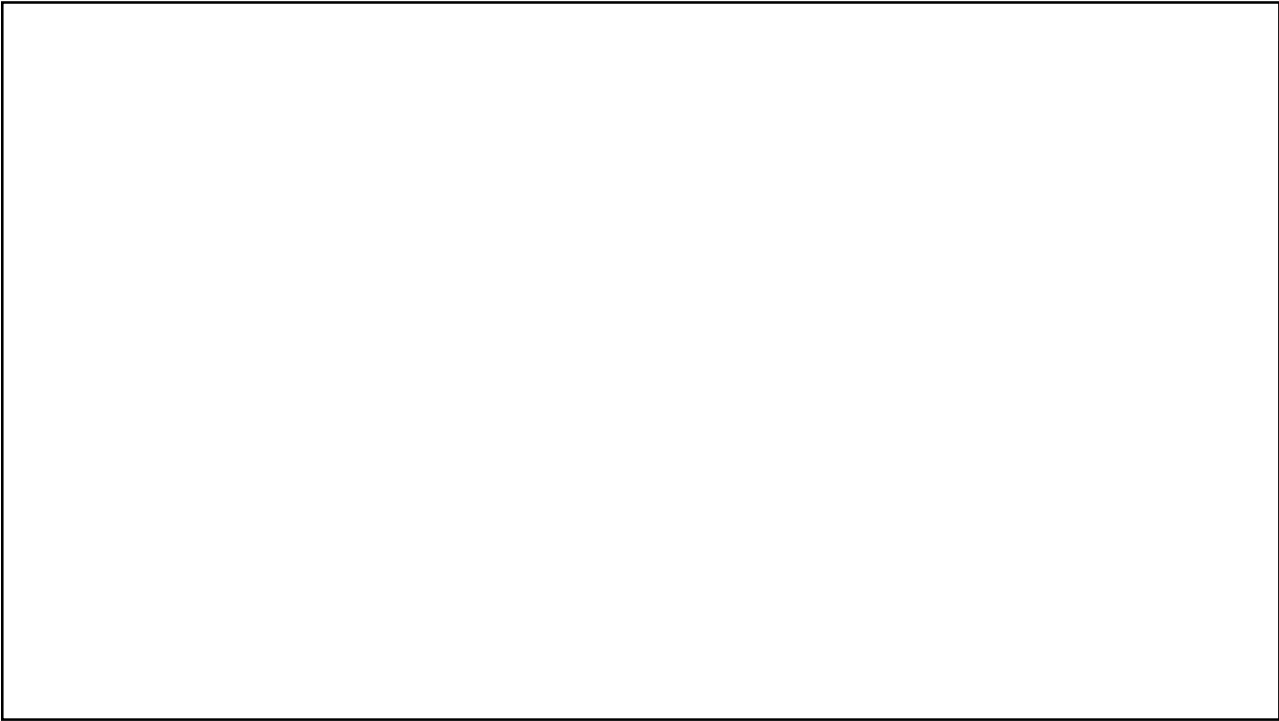
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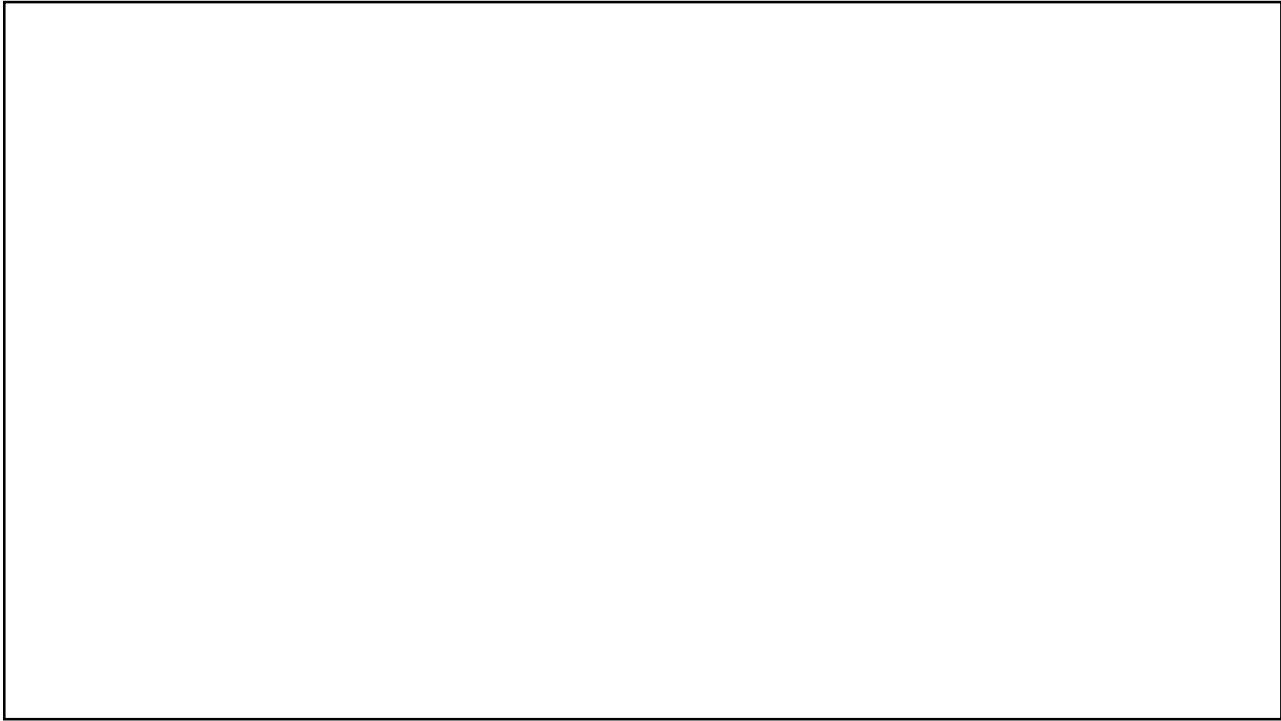
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