

Issue Level Assessment Criteria

Based on the level of communication required as listed in the criteria below, determine the crisis level of the situation.

LEVEL	COMMUNICATION CHARACTERISTICS
<p>4 <i>HIGHLY INTENSE</i></p>	<ul style="list-style-type: none"> • Media have immediate and urgent need for information about the crisis. CEO/MD/Owner may need to provide opening statement of empathy/caring. • One or more groups or individuals express anger or outrage. • Broadcast and print media appear on-site for live coverage.
<p>3 <i>INTENSE</i></p>	<ul style="list-style-type: none"> • Crisis causes growing attention from local and regional media. • Media contacts non staff for information about the crisis. • In addition to the media and stakeholders are present at site. • Affected and potentially affected parties threaten to talk to the media.
<p>2 <i>MODERATELY INTENSE</i></p>	<ul style="list-style-type: none"> • Crisis situation may/may not have occurred; the situation is attracting slow, but steady media coverage. • External stakeholders (e.g. suppliers) receive media inquiries. • The public at large is aware of the situation/event but is attracting very little attention.
<p>1 <i>MINIMALLY INTENSE</i></p>	<ul style="list-style-type: none"> • Crisis attracts little or no attention. • Public and/or media are virtually unaware of crisis.

