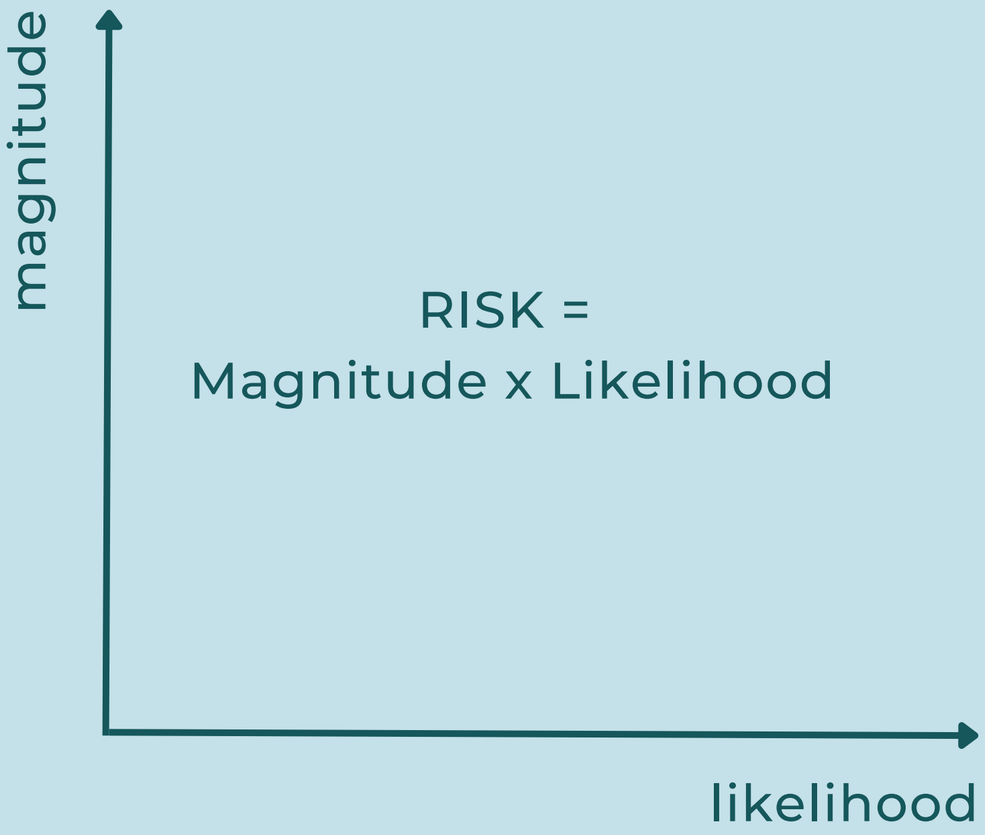
KVA

Communications
made simple.

CRISIS COMMUNICATIONS **RISK ASSESSMENT**



KVA

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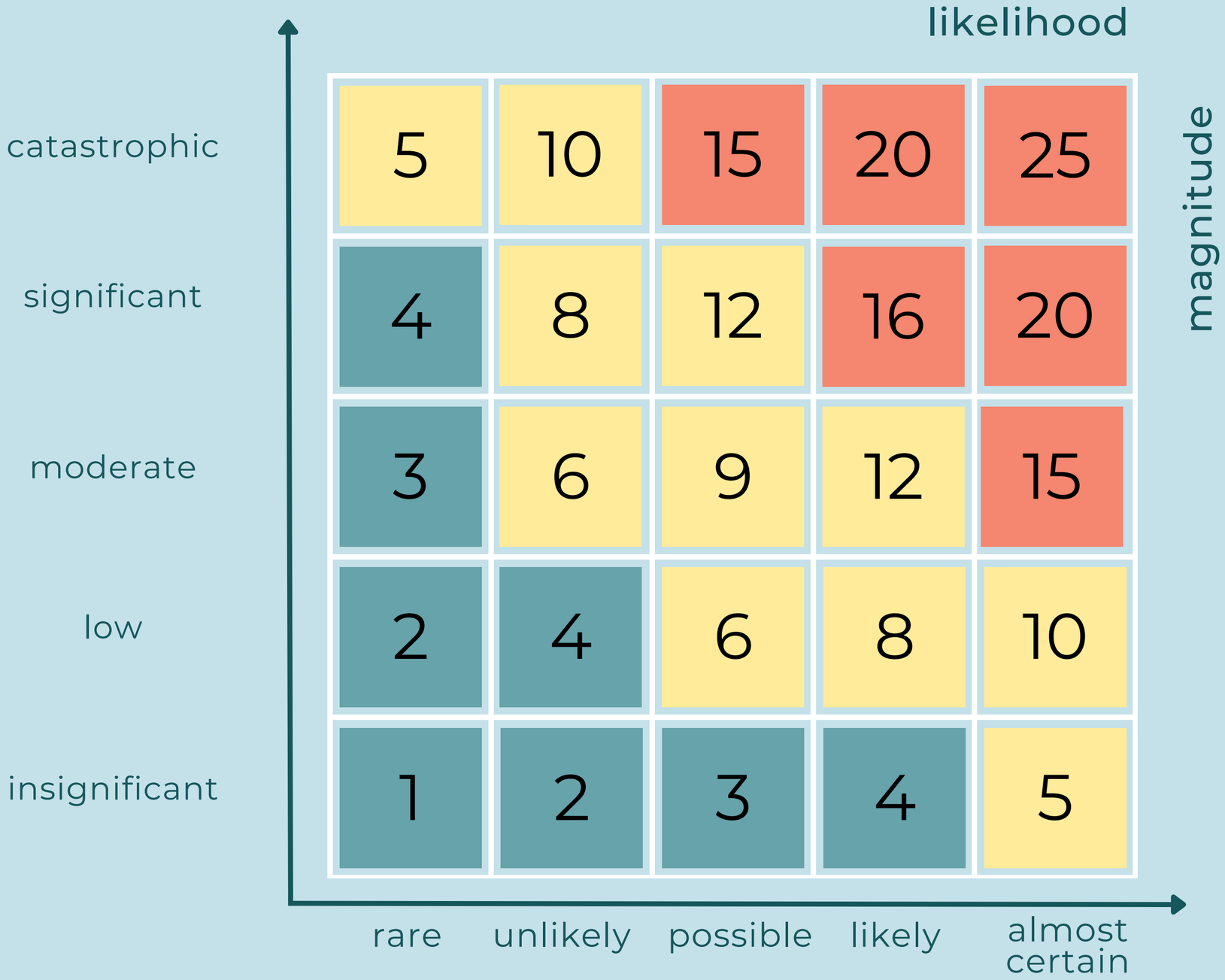
CRISIS COMMUNICATIONS **RISK ASSESSMENT**



1-4: low to moderate risk

5-12: serious risk

15-25: significant risk

PRSA

KVA

Communications made simple.

CRISIS COMMUNICATIONS **RISK ASSESSMENT**

EXAMPLE

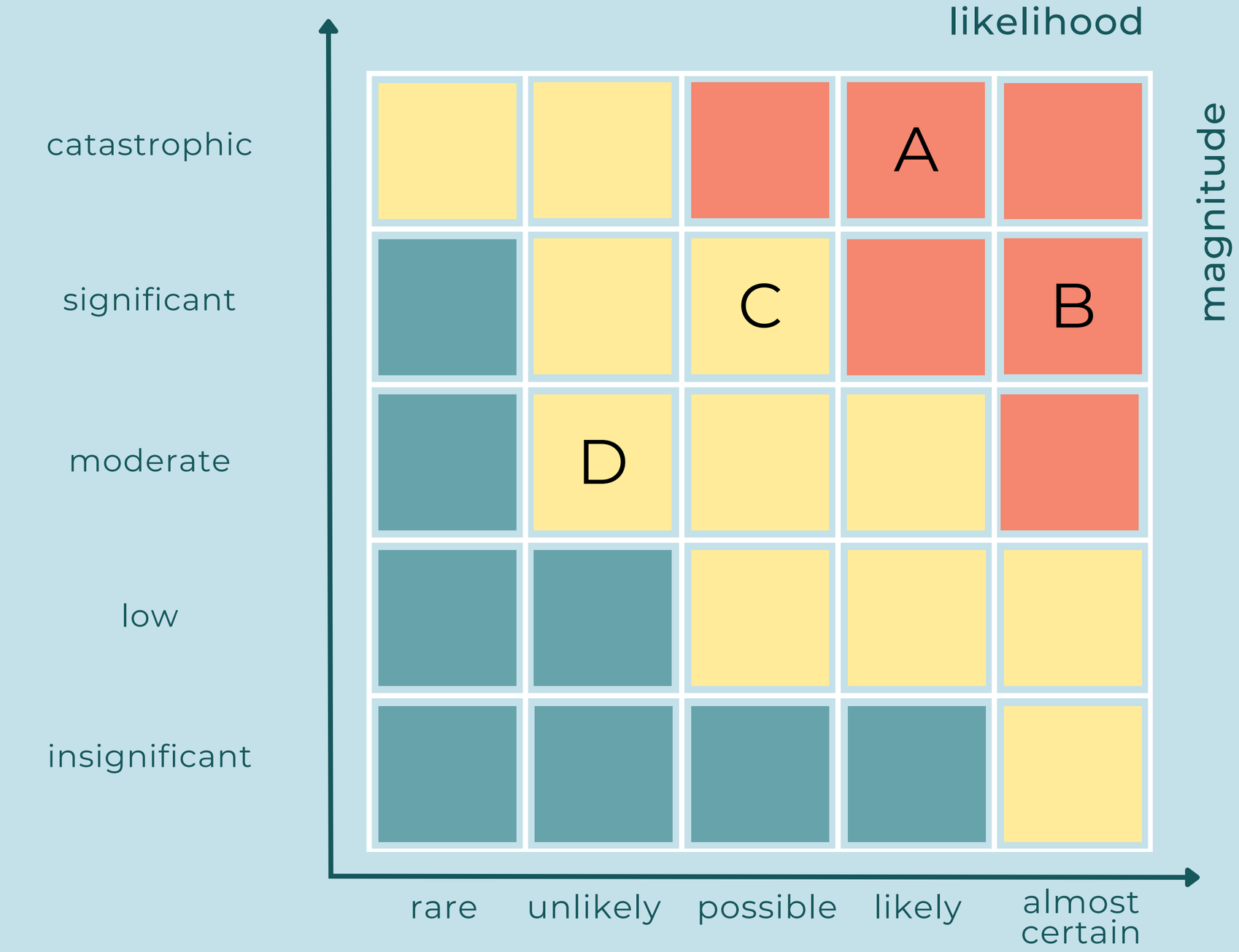
A US-based manufacturer with 2,000 employees

A. Warehouse explosion

B. Product recall

C. Natural disaster

D. Misconduct



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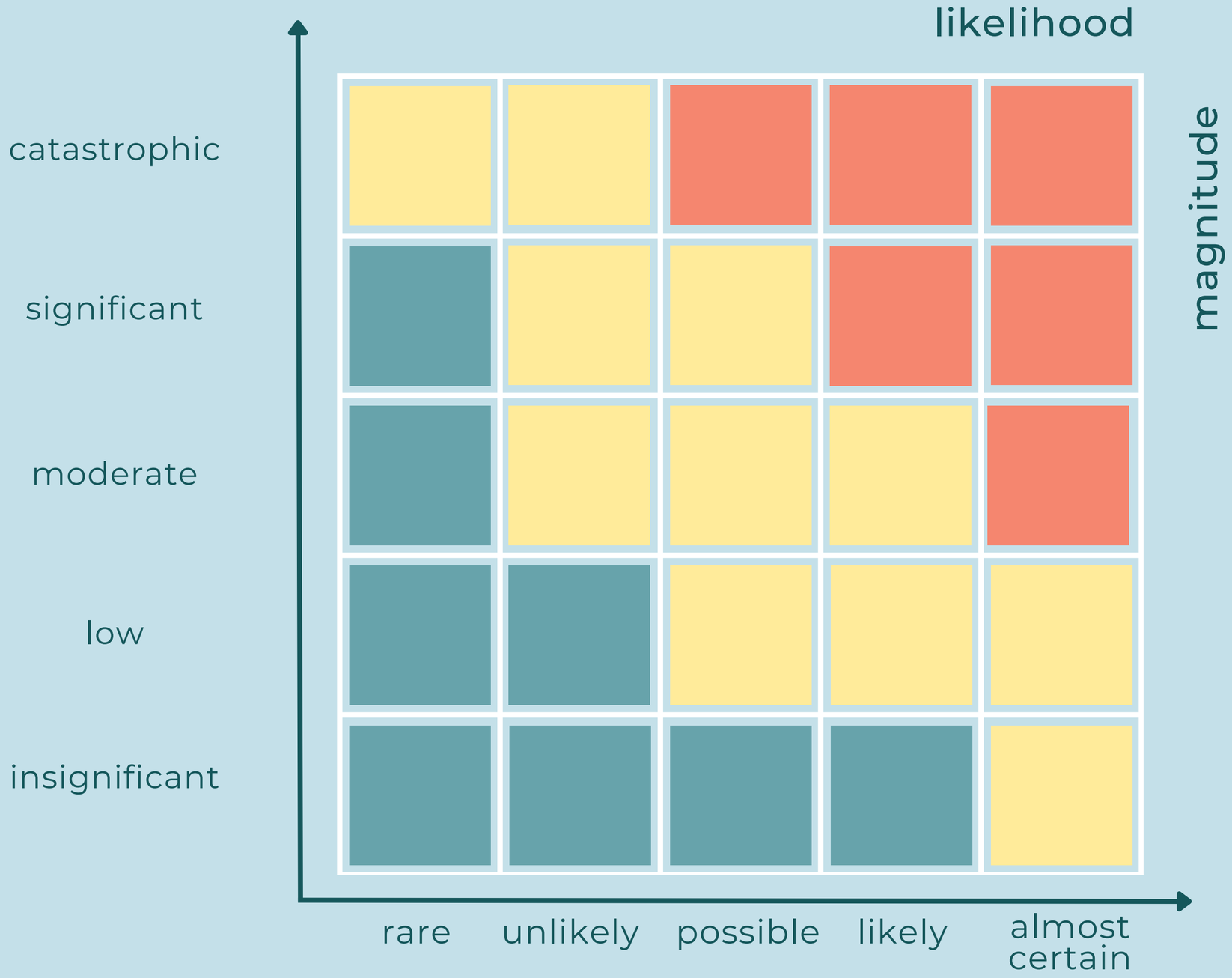
CRISIS COMMUNICATIONS **RISK ASSESSMENT**