

Effective Communication in Crisis Situations

August 18, 2026

By Russell B. Berger and Sarah M. Sawyer

Sarah Sawyer and Russell Berger, attorneys at Offit Kurman, discuss how companies should respond when an incident draws public or media attention and reporters seek offhand comments from employees. They emphasize planning before a crisis by creating a crisis communication plan that identifies a point person, establishes a vetting process, and clarifies how messages are shared. They recommend consulting specialized crisis-communications experts when needed. They also note that high-profile incidents can cause employee concerns, so organizations should support employees with internal resources. They stress the need to keep the business operating and communicate appropriately with the workforce during stressful situations.