

## Company Summary:

- Established in 2003
- Woman-Owned Small Business (WOSB)
- Under \$16.5M size standard
- DCAA-compliant accounting system
- DUNS – 139133230
- CAGE No. 3N5J3

## Contract Vehicles:

- GSA Professional Services Schedule (PSS): GS-10F-0365T
- OASIS Small Business Pool 1 – # 47QRAD20D1019
- NIH BPA – # HSN263200800077B
- CDMRP PATSS – # W81XWH-17-D-0003

## Selected NAICS Codes:

- 541690
- 541613
- 541611
- 519130

## Our Vision:

Be flexible with our people, essential to our partners, and exceptional for our clients.

## Our Mission:

*Work Smarter.  
Perform Better.*

## Contact Information:

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*Director of  
Communications & Outreach*

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# Crisis Communication: Capabilities Overview

## What is It?

Crisis Communication refers to the strategies, technology, and protocols for organizations to prepare and communicate effectively during emergency and crisis situations, from public health to severe weather to reputation and public relations incidents. Crisis communication ensures that personnel can share information that allows an organization to resolve situations quickly, protect employees and assets, and ensure business continuity.

## Our Approach

Our crisis communication approach is built on three core beliefs: 1) Communication should occur rapidly, in real time; 2) Information must be accessible anywhere, anytime; and 3) Messages must be relevant and actionable for target audiences.

## What Ripple Effect Offers

### *Proven Crisis Experts*

Ripple Effect employs competent, proven experts with experience managing and communicating through crises—notably, the Ebola outbreak in 2014—across a variety of client industries, from public health organizations to DoD to transportation. Our communicators specialize in advising large NGOs and INGOs on crisis strategies and protocols including:

- Message planning and development
- Public statement drafting
- Media and press management
- Stakeholder engagement
- Behavior change communications
- Public Service Announcements

### *Emergency Conference Services*

We can help you reach your stakeholders with the right messages, at the right time, throughout a variety of crisis and emergency situations.

- Virtual and low attendance meeting support
- Professional video conferencing: Expertise in facilitating conferences in Zoom, WebEx, BlueJeans, Microsoft Teams, Go2 Meeting
- Online collaboration tools: Twitter Chats, Reddit AMAs, Poll Everywhere
- Deploying A/V services to homes and small offices

## Past Performance

Ripple Effect's Director of Communications and Outreach helped lead media and crisis communications response through the Ebola outbreak from 2014 to 2016. He conducted press missions to the field, organized press conferences, facilitated media opportunities, and developed a range of materials—from press releases to speeches to talking points—to support a coordinated, controlled communications strategy and manage reputational risk.

In addition, Ripple Effect played a key role in developing a public health professional-focused resource center and training for the Federal Government. The training addresses the unique characteristics of stress in communities affected by environmental contamination, while the resource center provides guidance on how to communicate with community members to acknowledge their stress and help them build resilience in their communities.