Words of Personal Advice on Crises Management

Yusufi Vali of the Islamic Society of Boston Cultural Center, kindly offers these recommendations based upon the experience surrounding the Boston Marathon bombing:

1. Take 15 - 20 minutes for yourself to grieve the loss of this life and tragedy.

2. Be sincere about the loss of life... leave the politics, strategy aside and just be with our brothers and sisters and pray to Allah for healing for our nation and community.

3. Your local perspective is the most critical because you were closest to the victims and the community in which tragedy happened...let your local perspective guide, not all the national orgs guide your perspective.

4. Speak from your identity as an American/Orlandan...don’t go to your Muslim identity immediately...just speak as a normal Orlandan because that is what you are.

5. Have Re-Think or another media group as your closest advisor.

6. Have only 1 or 2 media strategist at your disposal...too many voices really confuses you.

7. Prepare every interview, role play everything beforehand.

8. It is okay to make mistakes because you will have many media opportunities to get message right and you will get better and better.

9. Check in with gay members of your community to hear their perspective... this could be very informative.

10. Start calling your interfaith, political, and gay allies to check in with them to see what they are doing... let them take the lead unless they feel you should