

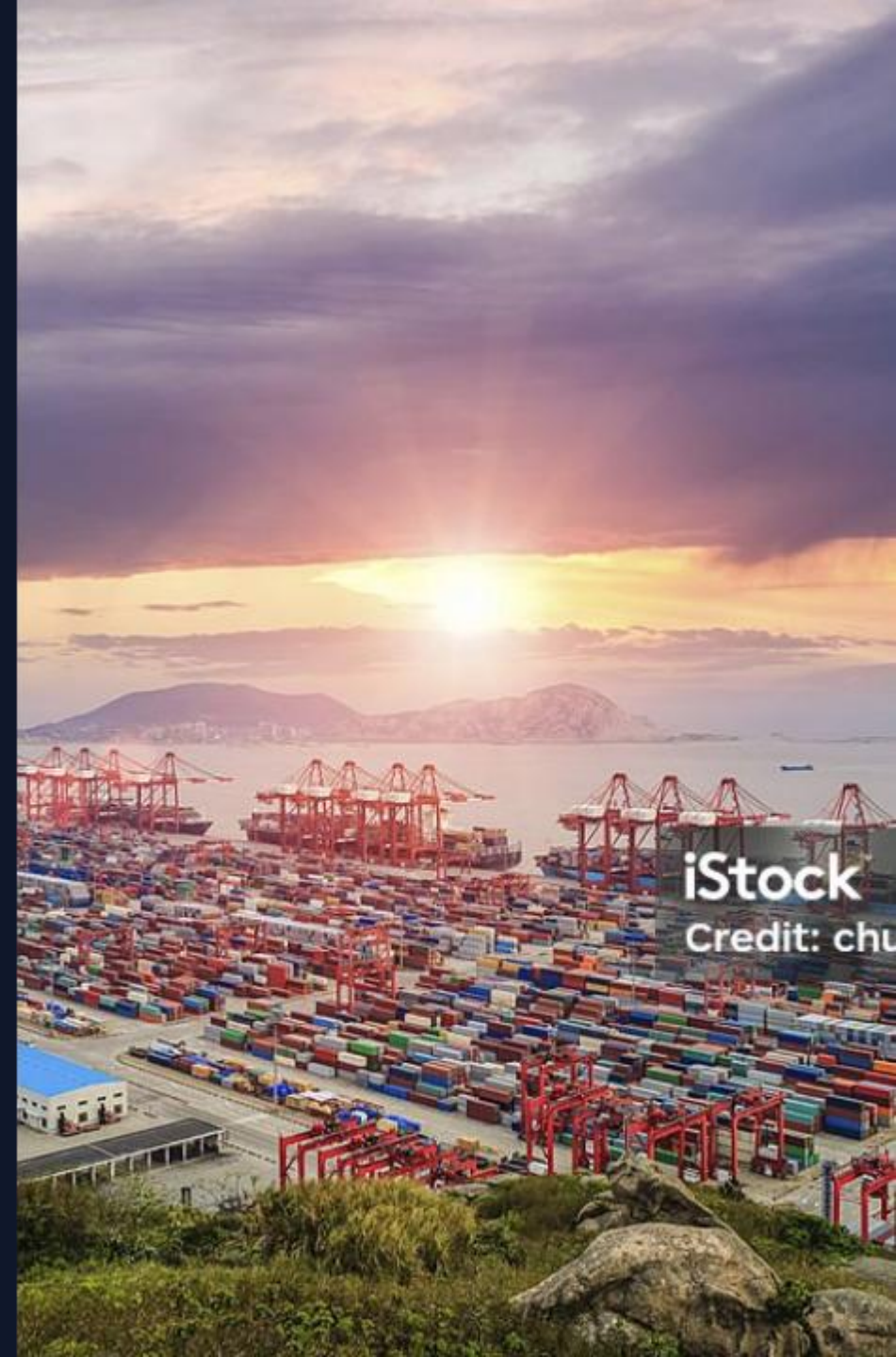


MEDIA FOR
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Strategic Communication in Times of Crisis

Countering Misinformation & Strengthening Public Trust in Port Operations

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Why Strategic Communication and Information Resilience Matters



Information Ecosystems

Modern ports operate as complex physical and digital data hubs.



Situational Awareness

Reliable information directly drives security and tactical clarity.



Disruption Risk

Misinformation halts supply chains without physical threats.



Public Trust

Institutional credibility forms the ultimate operational anchor.

The Four Layers of Port Resilience



“

“A port can be physically secure but operationally disrupted by an information crisis.”

STRATEGIC IMPERATIVE

Where Strategic Communication Is Critical



Situational Awareness

Real-time intelligence feed.



Countering Rumors

Rapid fact validation.



Early Warning

Proactive advisory bulletins.



Crisis Protocols

Structured response plans.



Cyber Integrity

Data truth assurance.



Public Trust

Long-term authority confidence.

CASE STUDY 01

2026 Strait of Hormuz Crisis

Vessel Guidance: Conflicting tactical warnings issued to commercial transit.

Telemetry Issues: Widespread AIS interference and spoofing events.

Insurance Volatility: Hourly changes in war-risk premium advisories.

Social Media Rumors: Unverified reports of kinetic attacks on tankers.

Key Insight: Information directly became a major element of risk.



Visual Context: Hormuz Crisis



Information Verification Dilemma

Operators struggled to distinguish credible intelligence from noise.

Cascading Operational Impact

Pervasive uncertainty forced route diversions and costly delay penalties.

Recovery & Lessons Learned

1

Rapid Verification Protocols

Fast data validation directly mitigates maritime uncertainty.

2

Operational Paralysis Prevention

Clear and direct messaging sustains ongoing logistics movements.

3

Independent Press Validation

Objective journalism confirms official security updates.



CASE STUDY 02

North Carolina Ports Cyberattack (2026)

System Outage Scope

IT disruption impacted Wilmington, Morehead City & Charlotte Inland Port.

Gate Recovery Timeline

Terminal gate operations fully restored within 48 hours.

Information Speed Lag

Speculative rumors outpaced verified status briefings.

Key Insight: An information vacuum actively amplifies operational failure.



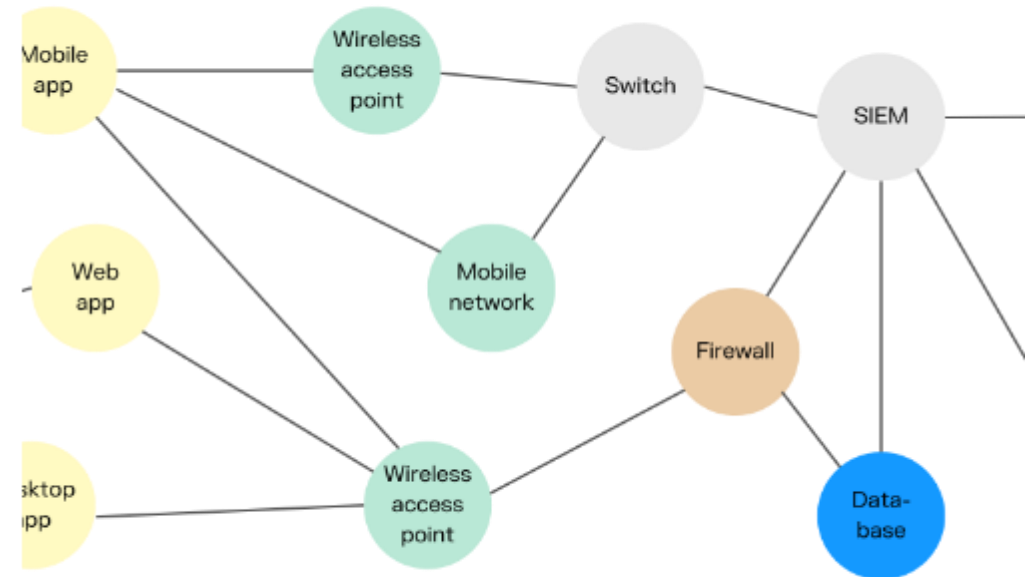
Cyberattack + Disinformation

Hybrid Threat Dynamic

Modern cyber incidents often include parallel disinformation campaigns engineered to weaponize confusion.

Operational Exploitation

Attackers intentionally exploit public uncertainty to maximize disruption and undermine port leadership.



Strengthening Information Infrastructure



Operational Dashboards

Real-time metrics for port status.



Rapid Verification

Validated update release protocols.



Machine-Readable Data

Automated logistics feed integration.



Public Archives

Historical incident logs.



Professional Media Access



 Clear & Transparent Accreditation Procedures

 Designated On-Site Observation Areas

 Independent Media-Relations Unit

 Direct Access to Non-Sensitive Proceedings

 Regular Technical Background Briefings

Crisis-Communication Protocols

DURING A LIVE CRISIS, AUTHORITATIVE BRIEFINGS MUST COMMUNICATE:

STEP 01

What Is Known

Verified facts only.

STEP 02

What Is Not Known

Transparent gaps.

STEP 03

Action Taken

Authority response.

STEP 04

False Information

Active debunking.

STEP 05

Next Briefing

Scheduled update.

Supporting Independent Journalism

Fellowships

Partner with non-profit journalism bodies.

Open-Data Initiatives

Public access to maritime operational datasets.

Cyber & Logistics Training

Workshops on maritime infrastructure.

University Partnerships

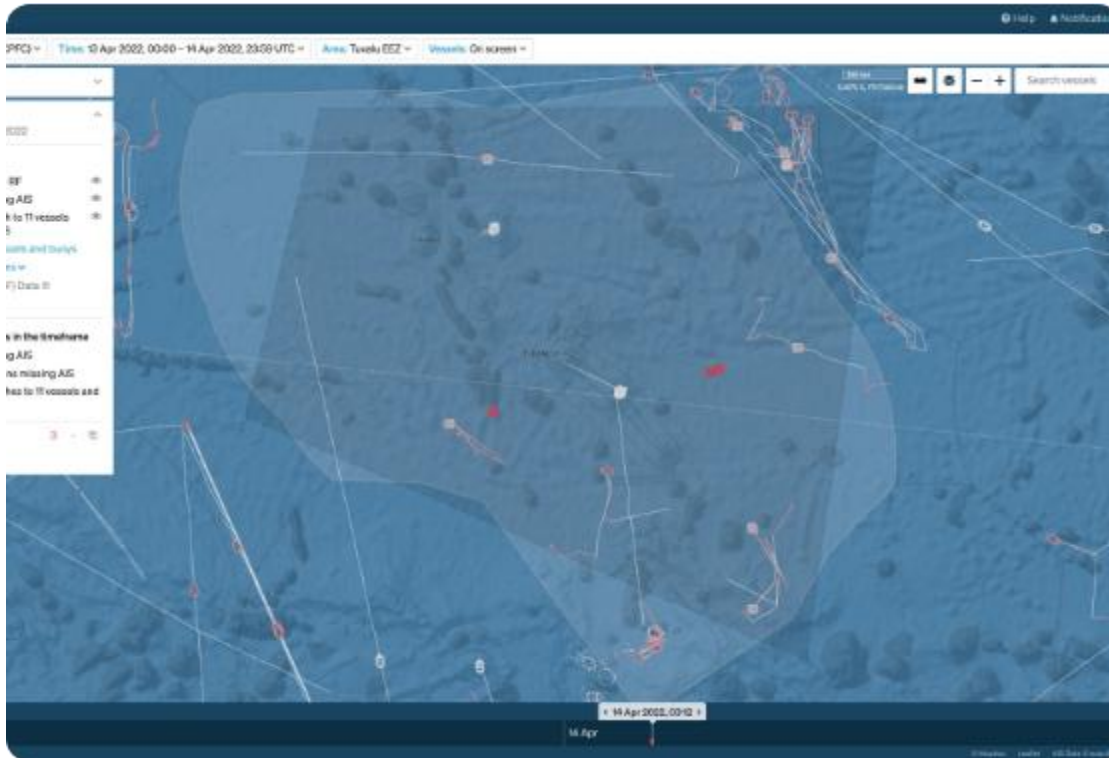
Academic maritime research programs.

Streamlined Public Records

Simplified requests for port governance and safety documentation.

Golden Rule: Support journalism actively without seeking to influence editorial independence.

Helping Journalists Understand Technical Threats



Cybersecurity



AIS Telemetry



Supply-Chain Risks



Sanctions Policy



Maritime Law



Satellite Systems

Treat Disinformation as an Ecosystem Problem

 UNVERIFIED RUMOR EXAMPLE

“The port is completely shut down due to a catastrophic cyberattack.”

 OFFICIAL RESPONSE MODEL

“The port remains operational. We are investigating an isolated IT disruption. No evidence of a security breach.”

Recommendations for Port Authorities

PILLAR A

Strengthen Information Infrastructure

Dashboards, rapid updates, public archives.

PILLAR B

Build Media Partnerships

Briefings, workshops, clear access protocols.

PILLAR C

Crisis-Communication Protocols

Templates, spokesperson roles, rumor-verification.

PILLAR D

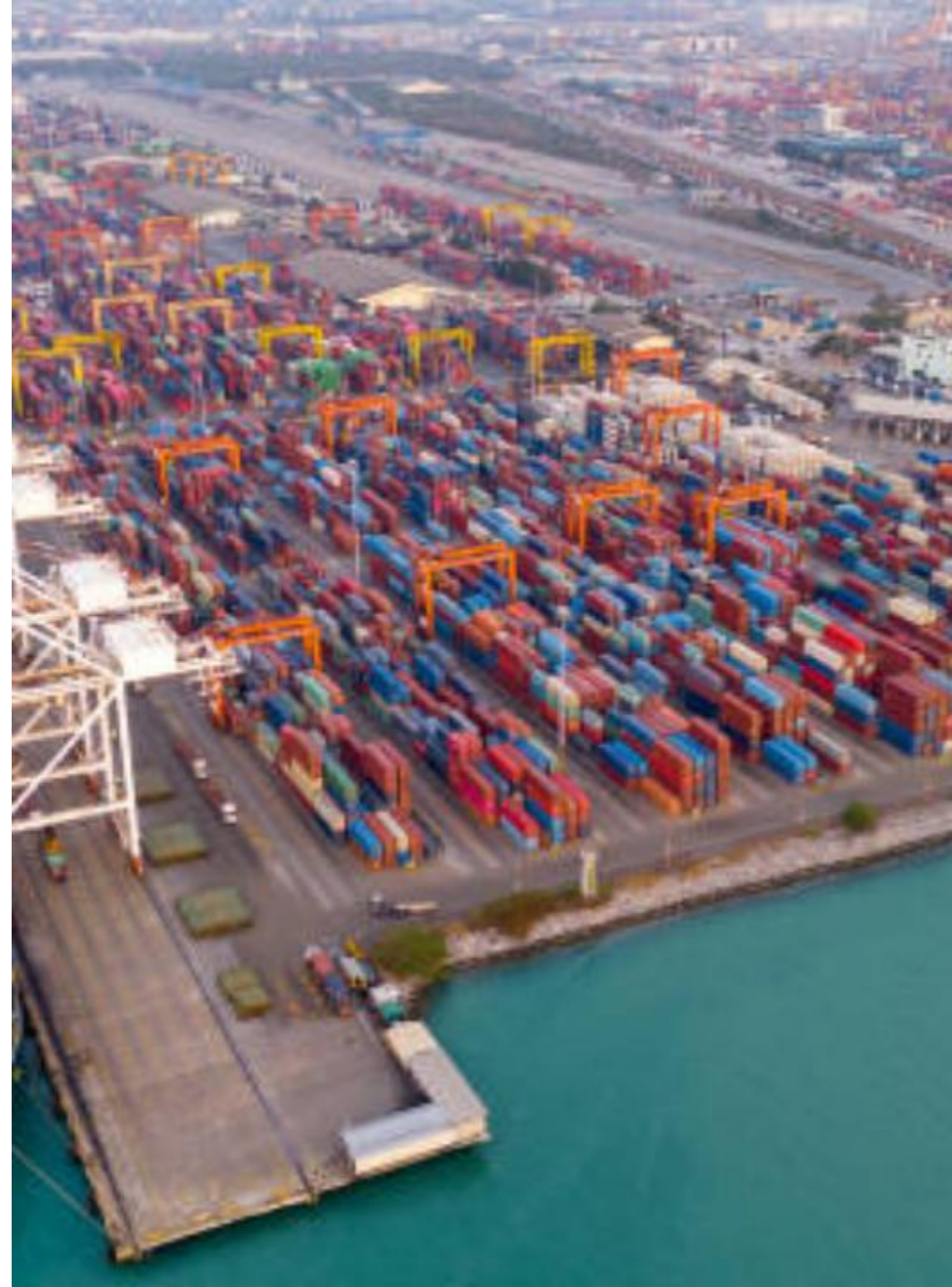
Promote Information Resilience

Staff training, private sector & community engagement.

CORE TAKEAWAY

Information integrity is now a core component of port security.

Strengthening communication, countering misinformation, and collaborating with independent media enhances overall resilience and protects global supply chain operations.





Thank You



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