Tips to be prepared for the media...

A Very Short Course in Crisis Management
By Cindy Pollard
Session Overview

- What is a crisis?
- What is your potential for having one?
- Surviving the Media Storm
  - Six Key Steps in Crisis Management
  - Effective Communications
  - Setting the Box
What is a crisis?

- Any issue, problem or disruption which triggers negative stakeholder reactions that can impact the organization’s reputation, business and financial strength

--Institute for Crisis Management
Other: Catastrophe 1.01%; Casualty Accidents .14%; Financial Damage .14%; Hostile Takeover 1.64%; Labor Issues .14%; Sexual Harassment .48%
Most Crisis-Prone Industries in 2016

- Automotive
- Pharmaceuticals
- Food
- Banking, insurance, financial services
- Health Care
- Manufacturing
- Government agencies
- Transportation
- Energy
Types of Crises

- Smoldering
- Sudden
- Perceptual
- Bizarre
Evaluating a Crisis for Action

- Evaluate severity and potential for going public

- How much will this cost us if it goes public?

- How much management time and financial pain can we tolerate?
OK...So it Really is a Crisis!

- Synopsis
- If/When the Crisis Goes “Public”
- Business Impact Specifics
- Crisis Containment Strategies
- Minimizing Business Damage
- Debriefing
Surviving the Media Storm...

Six Key Steps in Crisis Management

- Communicate
- Know it will happen with little warning
- Don’t rely on the press
- Manage the right issue
- The media can help or hinder
- Don’t wait until you know everything...
Effective Communications

What you say!
7%

How you say it!
93%

It doesn’t matter what you say if you don’t say it right!
Set the Box

Elements of the Box