CRISIS COMMUNICATIONS

- FedEx – School Bus Accident
  - http://www.youtube.com/watch?v=KZBKsjAMirc

- Walmart – Tracy Morgan
  - https://www.youtube.com/watch?v=sae5lhqV74s

- Train Derailment in Canada
THE WORK WITH STAKEHOLDERS COMES BEFORE AN INCIDENT

Someone once said:

You can not plow and harvest a field in one season.
Don’t try to be clever.

Your crisis is not an event
Event is a music festival or an incredible wedding party.
STAKEHOLDERS WANT THE RP TO:

- Take responsibility
- Do everything they can to remedy the situation quickly.
- Act in a way that shows they care.
STAKEHOLDERS WILL LOOK FOR:

- How quickly you respond

- How well you respond (the amount of resources brought into the response, the timing and the cleanup job.

- How well you communicate with the stakeholders
COMMUNICATE WITH ALL THE STAKEHOLDERS:

- The media
- The community
- The elected officials & the agencies
- The NGOs
THE MEDIA NEEDS THE STORY:

- What happened
- What is happening now
- What is going to happen next
THE COMMUNITY NEEDS TO KNOW:

- If they are safe
- Who covers their damages and how do they file a claim
- When do things get back to normal
- When can they go back to the impacted areas, open their businesses, go to the Beach, etc.
THE ELECTED PEOPLE NEED TO KNOW:

- What should they tell their constituents
- Who is responsible
- How can they avoid a repeat
- Who is going to cover the damages of their constituents
THE NGOs WANT TO KNOW:

- What is being done to protect the natural resources

- What and which natural resources or wildlife has been impacted

- How long is it going to take to mitigate the environmental impact
COMMUNICATIONS

- How much?
- How often?
- What channels of communication?
Depends on duration of response and sensitivity of the community and the environment.
COMMUNICATION TOOLS

- Press releases
- Fact sheets
- Updates
- Community outreach
  - Door-to door
  - Town hall
  - Neighborhood meetings
COMMUNICATION TOOLS

- Website
- Tweeter
- Facebook
- All of the above
First responder’s priority during an incident is to assess the safety of the environment and the people.
RESPONDING TO MEDIA
FIRST RESPONDER’S PRIORITY

- If safe, then is to try minimizing the impact to human life, the environment and property by securing the source of the problem, and mitigating the impact of the incident.
KEY POINTS TO REMEMBER WHEN SPEAKING TO THE MEDIA

- Use common sense

- Don’t get pressured to give instant interviews. Ask for some time.

- Take time to answer every question. Count to 5 and use the time to think before answering
KEY POINTS TO REMEMBER WHEN SPEAKING TO THE MEDIA

- Tell the truth
- Be confident
- Deliver a message
KEY POINTS TO REMEMBER WHEN SPEAKING TO THE MEDIA

- **Speak in simple, non-technical sentences**
- **Be brief, succinct, specific and accurate**
- **Give credit to others**
KEY POINTS TO REMEMBER WHEN SPEAKING TO THE MEDIA

- Apologize for the incident and express your sadness
- Stick to the facts
- Don’t speculate
KEY POINTS TO REMEMBER WHEN SPEAKING TO THE MEDIA

- Don’t make up answers
- Don’t arrive to conclusions or give an opinion
- Don’t make commitments you can not deliver
LAST THOUGHTS

- Don’t say things that you need to apologize for later
