

WHO WE ARE

- A full-service marketing, communications and public relations firm in Hudson, Ohio.
- Specializing in strategic planning, communication strategies and trainings for school districts and agencies serving individuals with developmental disabilities.
- Specialties include marketing and public relations for municipal governments, non-profits, for-profits, school districts, health care groups and start-up entrepreneurs.

MEET YOUR SPEAKER



Tom Speaks Partner

LESSONS IN CRISIS COMMUNICATION

When bad things happen to good organizations

Topics Covered Today

- 1. What is a brand?
- 2. What is a crisis?
- 3. Key areas of crisis vulnerabilities
- 4. Proactive plans to mitigate these vulnerabilities
- 5. Key elements of a crisis communications plan
- 6. Media interaction techniques

The health, safety and wellness

of those we serve



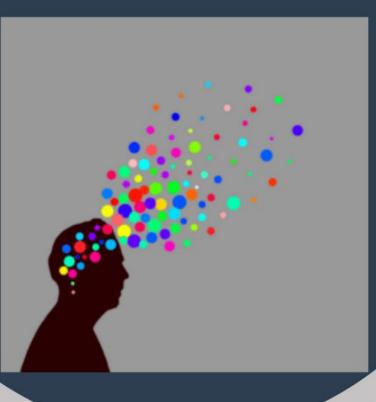
All Together!



A BRAND IS AN...

- 1. EXPERIENCE
- 2. INTERACTION
- 3. EMOTIONAL CONNECTION

YOUR EMOTIONAL RECALL



WHATISA



A CRISIS IS...

- An assault upon trust
- Reputation -- Image
- Why is this a problem for agencies?



Planning, Preparing and Rebuilding: Establishing a Guideline for Crisis Management

WHAT IS CRISIS COMMUNICATION?

- Preparation
- The Crisis Event
- Rebuilding the Trust

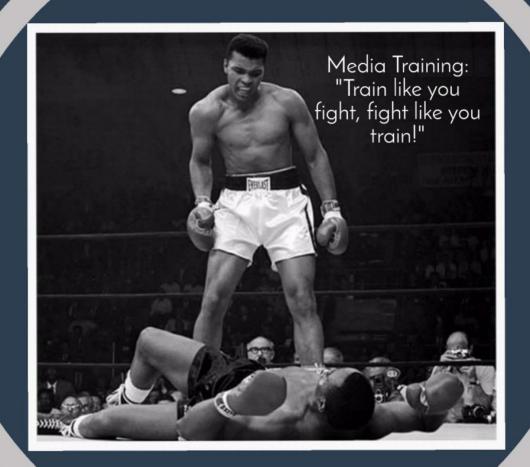


PREPARATION

- What's your plan?
- Who is the designated media spokesperson?
- Has the spokesperson been trained about the media? How?
- Should you get the word out?
- How are you going to get the word out...FAST...to parents/ guardians, citizens and media?
- Messaging pre-development
- Establish a leadership culture with a "crisis instinct"



- Who is the spokesperson?Who are backup spokespersons?



5 Media Training Tips



Silence as a Weapon!

You are NOT on the stand





REPORTERS WILL COME AT YOU THREE WAYS

State Random Facts





Film or audio is still rolling trick

REPORTERS ARE SCORPIONS!

They will always do what is in their nature





Respect the Reporter's Job

How Are You Going to Get the Word Out?

- Who disseminates the information?
- What mediums do you have in place to broadcast that information?



THE ABSOLUTE LAW OF CRISIS COMMUNICATION:

Your audience WILL NOT tolerate inaction and the natural reaction is to defer

THE FORBIDDEN PHRASE



"Frame the Debate"

- Don't allow another source to FRAME the story
- Whoever frames the debate, wins the argument



Messaging Planning

THREE SIMPLE POINTS



- 1. What happened?
- 2. What are we doing about it?
- 3. When another update can be expected?

SAFETY SANDWICH



LAYER ONE: The Primary Statement

LAYER TWO: What Happened?

LAYER THREE: What Are We Doing About It?

LAYER FOUR: Next Update?

LAYER FIVE: The Primary Statement

The Crisis Event

- Consult Plan
- Safety
- Notification of oversight body - staff - etc.
- Determine appropriate response
- Go public
- Evaluate crisis communication efforts

YOUR TURN: CRISIS SCENARIOS



BUILDING A CRISIS INSTINCT

Establish a leadership culture with a "crisis instinct"



What do YOU do?

REBUILDING TRUST

Trust =

Relationships

Relationships are fragile

YOU MUST HAVE A TRUST ACTION PLAN



REBUILDING TRUST

- Once the crisis event has occurred, you must begin to rebuild trust
- Trust is built by doing what you say you are going to do
- Establish and hit benchmarks
- LISTEN Listening is therapeutic and helps others heal

THE ESSENTIAL COMPONENTS OF CRISIS COMMUNICATIONS

- Preparation
- The Crisis Event
- Rebuilding Trust

Your Reality...

CRISIS COMMUNICATION

The Good, the Bad and the How To

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