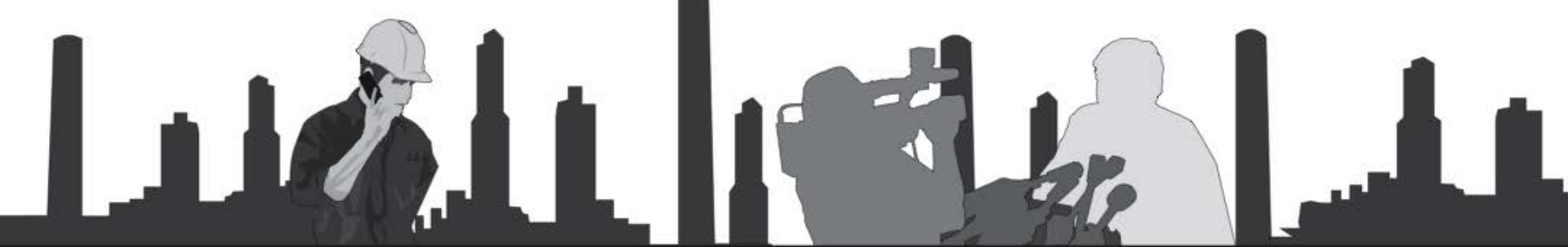


# **Effective Crisis Communications & Response**

Presented by:

**NIXON**  
& ASSOCIATES

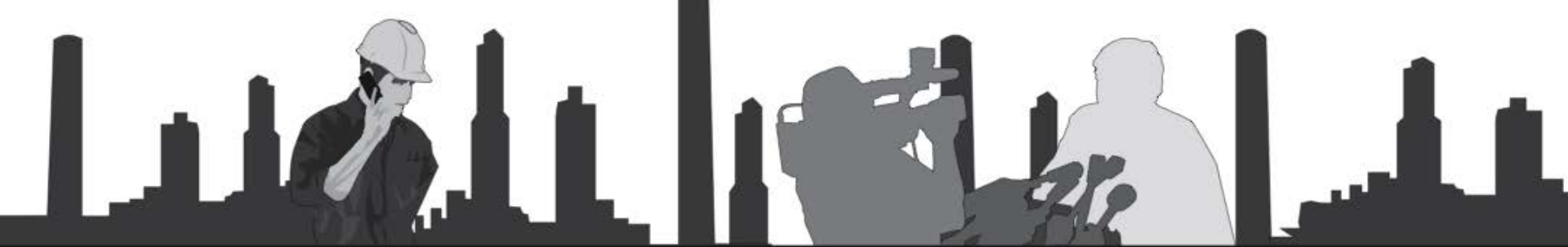


## **Goal: (Crisis Communications Perspective)**



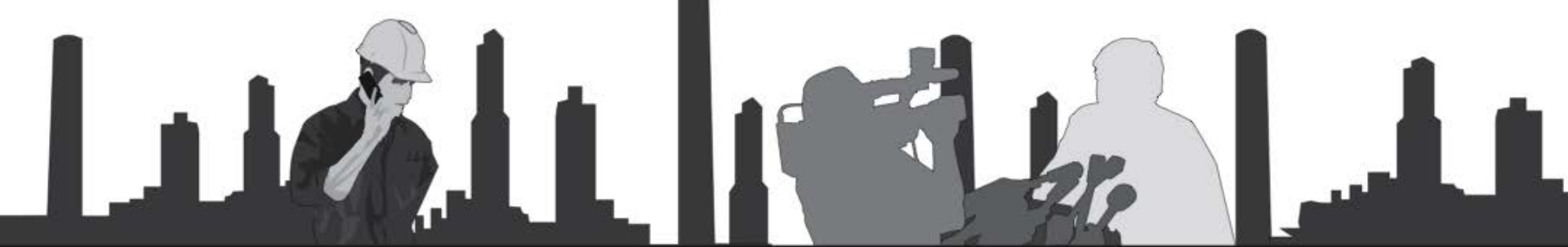
**Get the reader, listener, viewer to say to themselves:**

***“I’m sorry this event happened, but I’m glad these people are dealing with it because they know what they are doing!”***



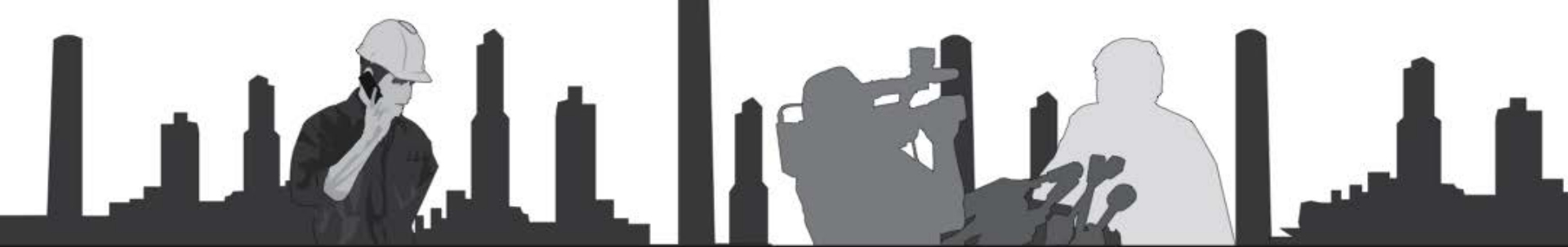
## **Characteristics of Solid Issues Management**

- **Comprehensive rather than a “silo” approach**
- **Looking at situations from “outside/in”**
- **Focusing on what you are doing about the problem rather than the problem**
- **Working to as aggressively manage the organization’s reputation as the operational response**
- **Understanding that perception is reality**
- **Ability to manage reputation promptly and instinctively**



## **Crisis Media Relations: Don'ts**

- **Don't** speculate
- **Don't** estimate damages
- **Don't** assign or accept blame
- **Don't** allow reporters or sightseers to wander around unescorted
- **Don't** discuss confidential information within earshot of people you **Don't** know
- **Don't** bluff or lie
- **Don't** be afraid to say you don't know something
- **Don't** say “no comment” or “off the record”
- **Don't** show emotion



## **Crisis Media Relations: To Do**

- **Do** be prepared--anticipate the type of information the public will need
- **Do** be calm & truthful
- **Do** identify yourself & provide your card
- **Do** speak only for your organization
- **Do** set up a safe, secure briefing area
- **Do** give a clear statement of facts, with a focus on what is being done about the issue
- **Do** practice the art of “bridging”
- **Do** speak in non-technical, no jargon, understandable language



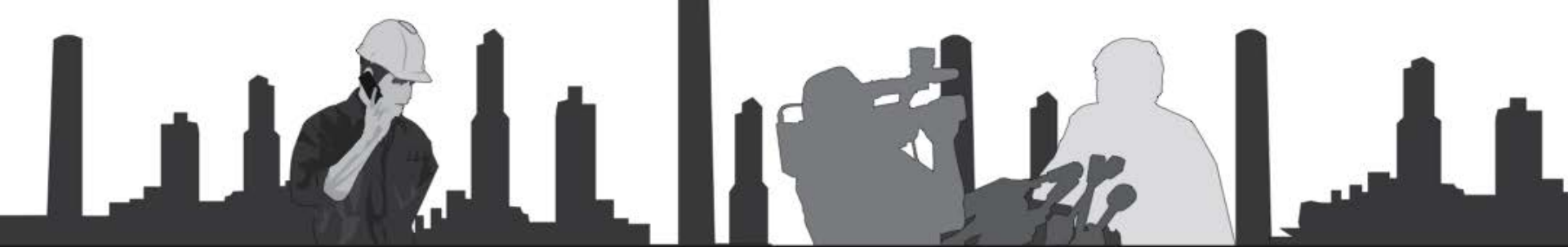
## **What The Public Needs to Know**

- **Who are you and why are you here?**
- **What has happened?**
- **Is anyone hurt?**
- **What is your greatest concern now?**
- **Is there any danger to people or the environment?**
- **Have any materials been spilled or released?**
- **What steps are you taking to control the situation?**
- **Are there evacuations or disruption of traffic or other services?**
- **Are there any other sources of information?**



## **Things You Can Always Say**

- **“We’re activated our response plan.”**
- **“Our personnel are well-trained.”**
- **“Safety is our focus.”**
- **“We’re working closely with all of those impacted by the incident, including other response agencies.”**
- **“We’re committed to being a source of accurate information.”**



## **In ALL Media Relations' Situations**

- Bring your **control** into the setting & take your **control** out of the setting
- End interviews & press conferences on **YOUR** timetable not those of the reporters
  - Don't wait to be excused – make your break !!
- Stay focused on the points you wish to make rather than reporters' questions
- Provide a contact name and means of contact (phone, e-mail, etc.)