

Utility Stress Test: Crisis Management & Crisis Communications



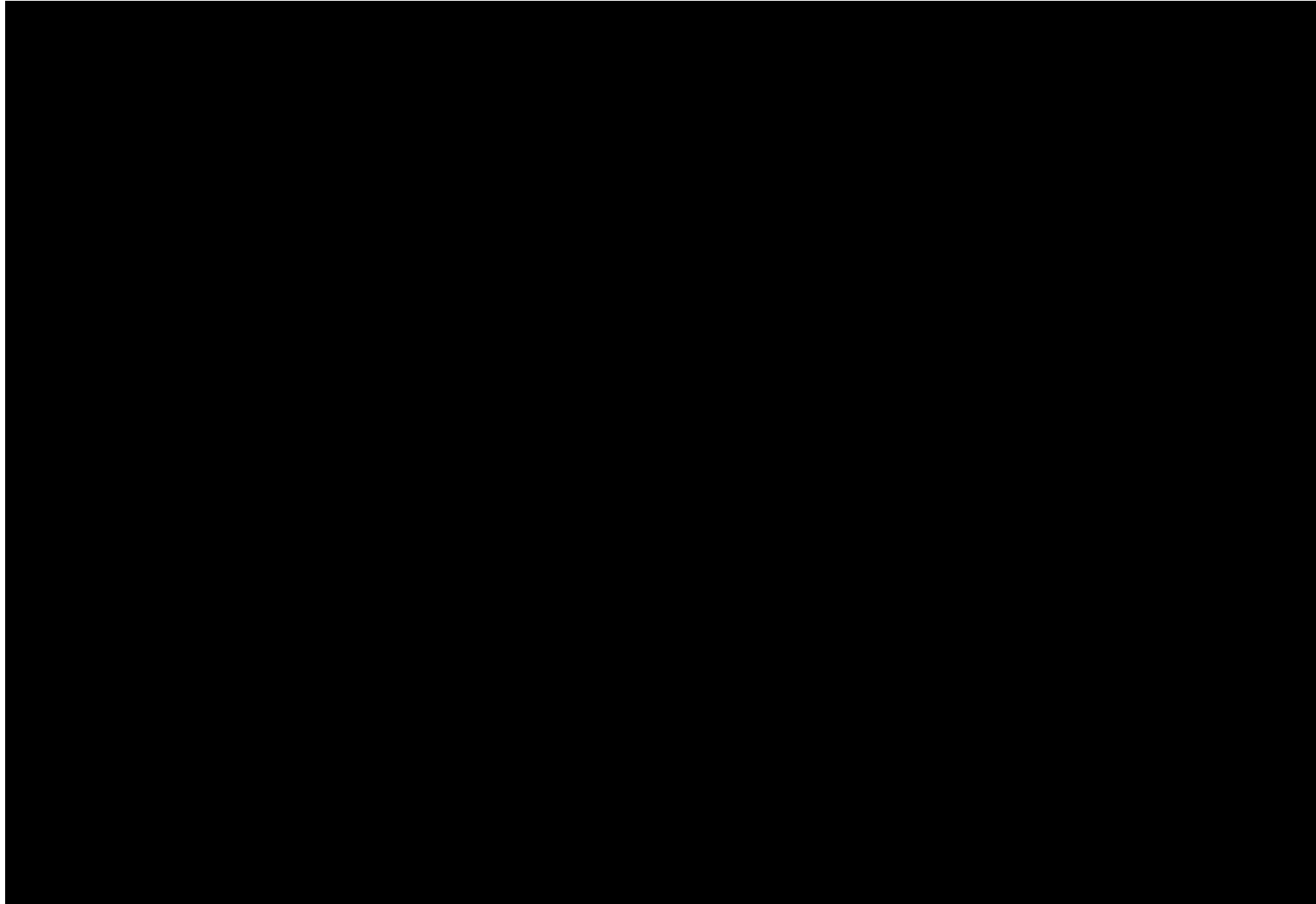
What You Might Face



Awards
New Hiring/Leadership
New Product/Service Lines
Senior executive accused of fiscal mismanagement – or worse
Employee files a sexual harassment or discrimination suit
Manager makes an inappropriate comment

Accusations
Active Shooter
Bombings
Chemical Spill
Criminal Accusation
Cyber Attack
Dam/Levee Failure
Data Breach/Loss
Discrimination Complaint
Driving Under the Influence
Earthquakes
Environmental Disasters
Explosion
Financial Malfeasance
Fire
Hazmat Situation
Hacker Attack
Hiring Practices
Industrial Disaster
Lawsuit
Layoffs
Neighbor Outrage
Nuclear/Radiation Accident
One-Hundred Year Flood
OSHA Citation
Protests
Reputational Threat
Riot
Road Accident
Sabotage
Sexual Misconduct
Social Media Attack
Structural Failures
Terrorist Incidents
Thefts
Union Grievance

Could This Happen To You?



Crisis Management & Crisis Communications



- > When the media turns their cameras on you
- > Who we are
- > What we do

The Court of Public Opinion

Controversies today are tried in the
Court of Public Opinion –
as often as in the **Court of Law**.

The Damage Control Playbook

Rule #1: Tell the truth

Rule #2: Tell it first

Rule #3: Tell it all

Rule #4: Tell it fast

Rule #5: The media filters

Rule #6: Fundamental role of reporters is
not to inform or educate



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Villain

Victim

Vindicator



Iterative Journalism



9 Rules for Managing the Court of Public Opinion



- Rule #1: Tell the truth, tell it all, tell it first and tell it fast
- Rule #2: Examine your existing crisis response plan
- Rule #3: Beware of “confirmation bias”
- Rule #4: Understand the technical requirements of social media
- Rule #5: Be ready to concede the legal argument
- Rule #6: Insist on crisis/media training for key people
- Rule #7: Make sure your CSR programs are strategic
- Rule #8: Understand your own values & core customers
- Rule #9: Do it now

9 Guiding Principles for Social Media



- Rule #1: You have the high ground
- Rule #2: Stick to the facts
- Rule #3: Resist shouting matches with the trolls
- Rule #4: Muster your allies
- Rule #5: Always be transparent
- Rule #6: Keep your head low
- Rule #7: Closely monitor social media
- Rule #8: Keep stakeholders informed
- Rule #9: Be available by phone or email

Crisis Management & Crisis Communications Q&A



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**Because the Court of Public Opinion
is always in session.**

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