

# **Crisis Communication:** **How to Feed the Media** **Without Getting Your** **Arm Chewed Off**



## **Description:**

When a crisis occurs in any company, across any industry, there are in reality two separate crises. The first is the immediate problem that caused the crisis in the first place. The second crisis can far outlive the first and potentially destroy a company. The second crisis involves the public's perception of what happened, how it happened and what was done to fix it and ensure their safety and well-being.

The clear and concise communication of information to the media, who in turn delivers these messages to multiple audiences including the public, regulators, your stockholders and your board of directors, is of crucial importance.

This presentation instructs managers and communicators the importance of effective communication in a crisis and how to ensure this is accomplished in a media climate of instant traditional news and user generated news reporting through social media such as Twitter and YouTube.

This presentation includes specific instruction on how to deal with the media during a crisis, what they expect from companies, and how to develop and deliver clear messages that can mitigate the stresses that may be placed on the public as a result of your company's crisis.

## **Learning Objectives:**

Following the presentation, audience members will be able to:

1. Quickly determine what communication actions they should take during a crisis and what information is crucial to communicate to internal and external audiences.
2. Be able to effectively communicate in times of crisis through the development of key themes and messages.
3. Be able to prepare for media communications in live and taped segments and in confrontational and non-confrontational settings.
4. Be able to plan and implement a strategy for effective use of social media during a crisis.

## **Key Points Covered in Presentation:**

- Message development and delivery
- Seven steps for a successful media interview
- Avoiding media traps and pitfalls
- Handling confrontational interviews
- What the media wants to know and what you should tell them following a crisis