

## **HEADLINES**

Report: Florida needs at least \$76 billion to fight sea level rise

Scientists go microscopic to find answer to prevent blue-green algae

Flesh-eating bacteria is not just in the water. It can also 'colonize' in the sand

Most South Florida beaches spared erosion from Dorian

Hurricane Michael Leaves Trail of Destruction as It Slams Florida's Panhandle

## What is a Crisis?

An unexpected and unplanned situation or threat that appears out of nowhere and threatens the stability, reputation, and financial performance of an organization.

# **Types of Crises**

#### Fiscal vs. Physical

- Embezzlement
- Misappropriation of Funds
- Fraud
- Accident
- Product Failures
- Natural Disaster

#### Personal vs. Personnel

- Sex Scandals
- Substance Abuse
- Discrimination
- Injuries
- Unexpected Death

# 1 Be prepared. Have a plan.

- Whose on your crisis team?
- Who are your spokespeople?
- How will you communicate with your audiences?
- How often will you provide updates?
- What are your key messages?
- Who has to approve all statements?

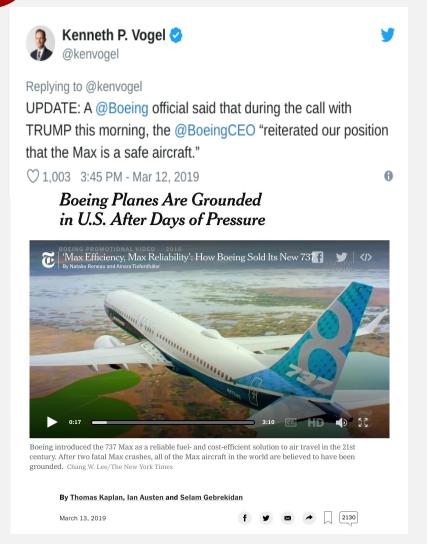


## Get the facts, fast. Never lie!

- Funnel information to control the message.
- Never lie. The truth will come out.
- Regularly respond with the information you have.



# 2 Get the facts, fast. Never lie!





America's credibility as a global aviation industry leader is suffering damage. Oversight must mean accountability, or it means nothing. In my piece for MarketWatch – why a problem years in the making for The Boeing Company and the Federal Aviation Administration has finally come home to roost; when lives are lost, the damage cannot be undone. https://on.mktw.net/2Crclrd



MARKETWATCH.COM

Capt. Sullenberger on the FAA and Boeing: 'Our credibility as leaders in aviation is being damaged'

# 3 Break your own bad news.

- Your terms, your turf, your timeline.
- Easier to give an accurate story, than correct a bad one.

# 4 No comment = Guilt.

- Stories will run whether you comment or not.
- "No comment" can be costly legal advice.
- Courts of law vs. court of public opinion.
- You can say <u>something</u>, without saying <u>anything</u>.



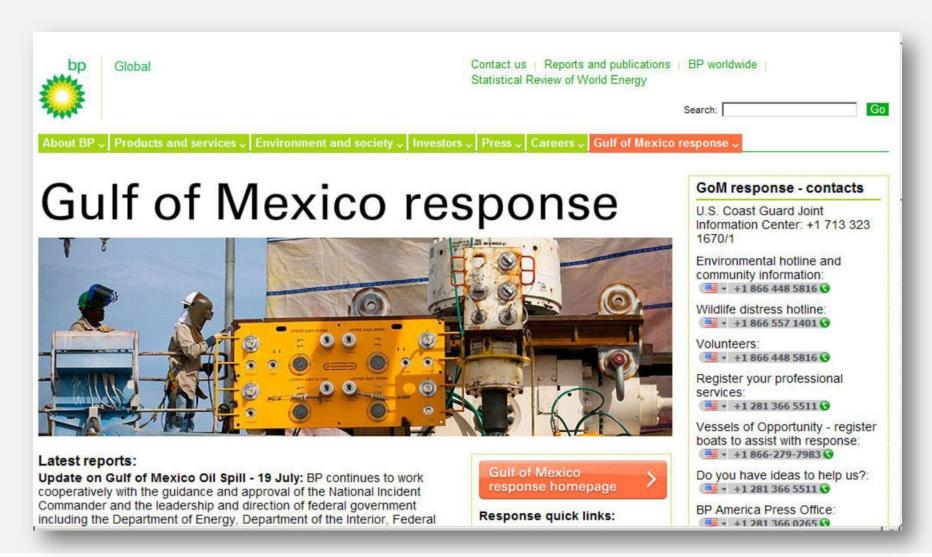
### Communicate with all audiences

- Respond through the most appropriate channels.
- Respond quickly to prevent inaccurate news.
- Don't forget about internal audiences.





#### Communicate with all audiences



# 6 Keep the media fed

- · Provide consistent, regular updates.
- It's important to say something, even if you're saying nothing.
- Reflect genuine sincerity, especially during tragedies.
- "...never happens again..."



# 7 Do the

## Don't be afraid to challenge the media when they get it wrong or are unfair.

- Sometimes they don't have the resources to do the research.
- Climb higher on the newsroom hierarchy.
- Even if the error isn't corrected, lay the foundation for a follow-up story.

# B) Take real action steps.

- Apologize.
- Show you are committed to solving the problem.
- Cooperate with authorities.
- Implement new protocols.



## Bring in third-party validators.

- Work with experts who can evaluate the situation.
- Cultivate messengers who will support your goals.
- Show audiences that you take the crisis seriously.







# Open a proactive positive track even as you deal with the crisis.

- Look for positive news stories that show progress.
- Develop a way to protect brand reputation.
- Provide hope and support through messages.



# Top 10 Crisis Tips

- 1 Have a plan.
- <sup>2</sup> Get the facts.
- Break your own bad news.
- No comment = Guilt.
- Communicate with all audiences.

- 6 Keep the media fed.
- 7 Challenge the media.
- Take action steps.
- 9 Bring in third-party validators.
- Open a positive track.

## SACHSMEDIA G R O U P





**Questions?** 

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