



# CRISIS COMMUNICATIONS

What to do when the sh\*t hits the fan

# 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**?






## 2 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!


 **Kenneth P. Vogel**   
@kenvogel 

Replying to @kenvogel

UPDATE: A [@Boeing](#) official said that during the call with TRUMP this morning, the [@BoeingCEO](#) "reiterated our position that the Max is a safe aircraft."







 1,003  3:45 PM - Mar 12, 2019 

***Boeing Planes Are Grounded in U.S. After Days of Pressure***



Boeing introduced the 737 Max as a reliable fuel- and cost-efficient solution to air travel in the 21st century. After two fatal Max crashes, all of the Max aircraft in the world are believed to have been grounded. Chang W. Lee/The New York Times

**By Thomas Kaplan, Ian Austen and Selam Gebrekidan**

March 13, 2019       2130

 **Captain C.B. Sully Sullenberger**   
March 19 at 6:57 PM · 

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 something, without saying anything.



# 5 Communicate with all audiences

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



# 5 Communicate with all audiences

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## Gulf of Mexico response

**Latest reports:**  
**Update on Gulf of Mexico Oil Spill - 19 July:** BP continues to work cooperatively with the guidance and approval of the National Incident Commander and the leadership and direction of federal government including the Department of Energy, Department of the Interior, Federal

**Response quick links:**  
[Gulf of Mexico response homepage](#)

**GoM response - contacts**

U.S. Coast Guard Joint Information Center: +1 713 323 1670/1

Environmental hotline and community information:  
+1 866 448 5816

Wildlife distress hotline:  
+1 866 557 1401

Volunteers:  
+1 866 448 5816

Register your professional services:  
+1 281 366 5511

Vessels of Opportunity - register boats to assist with response:  
+1 866-279-7983

Do you have ideas to help us?:  
+1 281 366 5511

BP America Press Office:  
+1 281 366 0265

# 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...”**



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# **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.**

# 8 Take real action steps.

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



# 9 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**.



Lawmakers



Experts



Citizens



Community  
Leaders

**10**

## **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.
- 2 Get the facts.
- 3 Break your own bad news.
- 4 No comment = Guilt.
- 5 Communicate with all audiences.
- 6 Keep the media fed.
- 7 Challenge the media.
- 8 Take action steps.
- 9 Bring in third-party validators.
- 10 Open a positive track.

# SACHSMEDIA

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**Questions?**

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