

#DISASTERREADY



WHAT IS A DISASTER?



HURRICANE SANDY – 10/29/12



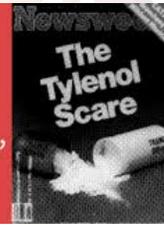
WINTER STORMS – JANUARY 2014



BRAND DAMAGE



“ Tylenol pulled from shelves in 1982 after cyanide-laced caplets cause 7 deaths in Chicago.”



IS THIS YOUR DISASTER PLAN?



DISASTER PLAN KEY COMPONENTS

- ▶ **Pull together a team**
- ▶ **Back up your data**
- ▶ **Assess & understand your risk**
- ▶ **Prioritize your essential functions**
- ▶ **Review insurance coverage**
- ▶ **Find alternative workspace**
- ▶ **Prepare your employees**
- ▶ **Test your plan**

CRISIS COMMUNICATIONS



WHO WILL BE IN CONTROL?

News of a crisis spreads almost instantaneously on social media.

THE BEST DEFENSE IS A GOOD OFFENSE

- ▶ Build relationships ahead of time with media, key community members.
- ▶ Trust goes a long way in a crisis situation.

10 C'S OF COMMUNICATIONS

1. Credibility
2. Context
3. Content
4. Clarity
5. Continuity/Consistency
6. Channels
7. Customer Benefits
8. Care and Concern
9. Capability of the Audience
10. Call to Action

3 KEY COMPONENTS TO PLAN

1. Get all the facts
2. Put the facts into simple messages
3. Get ahead of the story

BE AN OAF

Memorize and embrace being an OAF:

- ▶ Own it
- ▶ Apologize for it
- ▶ Fix it

CRISIS PREPARATION

1. Designate a spokesperson and a media contact now.
2. Establish a rapid response team and designate your rapid response team leader. PR & legal should always be on the team.
3. Establish an emergency conference call number or other emergency communications channel.
4. Develop an emergency call/text/email list.
5. Develop a comprehensive media and local official contact list.
6. Identify other key audiences and how you will communicate with them.
7. Draft general talking points for communication with key publics.

CRISIS MANAGEMENT

1. Notify and mobilize the rapid response team.
2. Prepare and distribute a conference call agenda:

- ▶ Who? What? When? Where? Why? How?
- ▶ Who was involved?
- ▶ Is anyone hurt?
- ▶ What's the level of inconvenience – and for how long?

RAPID RESPONSE CONFERENCE CALL

- ▶ Bring the team up to speed on the crisis
- ▶ Establish a desired outcome or outcomes
- ▶ Outline the initial response to the issue
- ▶ Assign specific tasks/assignments to individual rapid response team members
 - ▶ **Writer**- crystallize the message, collect, and condense the facts
 - ▶ **Media monitor** - include digital media!
 - ▶ **Media contact**
 - ▶ **Crisis manager**
 - ▶ **Crisis communications manager**
 - ▶ **Legal review**
- ▶ Determine how best to keep the rapid response team updated
- ▶ Make sure all parties have a consistent message

TOOLS, TACTICS, & TIMING

- ▶ Prepare backgrounder
- ▶ If necessary, draft media release/statement/advisory
- ▶ Hold media conference or roundtable
- ▶ Post on Twitter, Facebook, and Website
- ▶ Media monitoring - include digital media like Google Alerts, Facebook/Twitter/etc
- ▶ Follow up with reporters

POST-CRISIS: EVALUATION

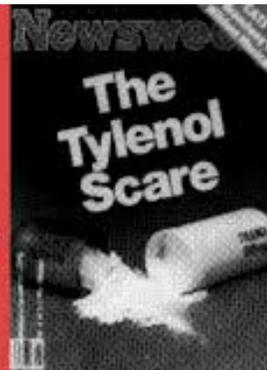
- ▶ **Step 1:**
 - ▶ How prepared were we for the crisis?
 - ▶ How timely was our response?
 - ▶ Was media coverage balanced and accurate? How did we do on social media?
 - ▶ Was our message included in media coverage and on social media?
 - ▶ How responsive and nimble was our rapid response team?
 - ▶ Did rapid response team members deliver the message clearly and accurately?
- ▶ **Step 2:**
 - ▶ Update planning materials based on evaluation.

IT'S NOT OVER TIL IT'S OVER

- ▶ Don't expect to bat 1,000.
- ▶ Monitor your coverage — including social media.
- ▶ Critique your own performance.
- ▶ Check your quotes for accuracy.
- ▶ Make corrections, if necessary.
- ▶ Commend accuracy.

GOLD STANDARD – THEN AND NOW

“Tylenol pulled from shelves in 1982 after cyanide-laced caplets cause 7 deaths in Chicago.”



GOLD STANDARD – THEN AND NOW



“Tylenol’s market share almost fully recovered in a year.”

QUESTIONS?

