

**AEB
PR & COMMUNICATIONS
COMMITTEE
HIGHLIGHTS FOR PR
PROFESSIONAL**

DEFINITION

A crisis of disaster is an occurrence that causes or threatens personal injury or loss of life, substantial private or public property damage, or severe disruption at a facility, or within the community where we work.

NATURE OF A CRISIS

Any crisis is a threat to your company's
**REPUTATION, OPERATIONS, and FINANCIAL
HEALTH.**

- Always happens on a Friday night
- Lack of facts and information
- Lack of time
- Diversion of resources

6 TYPES OF CRISIS SITUATIONS

1. **Product Quality or Supply Chain**
2. **Regulatory or State Body Decision**
3. **Facility Catastrophe or Incident**
4. **Plant Closure**
5. **Civil Disturbance**
6. **Criminal Incident**

MOST IMPORTANT CONSIDERATION

In all the types of crisis situations, the most important consideration is
the

PREVENTION OF HUMAN LIFE!

MANAGING CRISIS COMMUNICATIONS

+ Who controls the message?

The first 24-hours are the most critical in managing crisis communications. During this time, coordinated communications can serve as the key to brand reputation management.

+ Three Keys to Effective Crisis Communications:

Clear Executive
roles and
responsibilities

Quick response in
the communications
effort

Accurate & controlled
dissemination of
information in a
responsible manner

FIRST HOURS OF A CRISIS

Each Manager should know the main crisis response principles:

- The first 24-hours are critical
- Preserving human life is priority
- Three main steps in addressing a crisis:
 1. Gather as much factual information as possible to make an initial assessment of the crisis severity (red, yellow, green)
 2. Inform the Crisis Response Team
 3. Act according to instructions provided in the Crisis Communications Manual

Leadership Response:

- Corporate Leaders **MUST BE** involved directly in the crisis on-the-ground.
- Being proactive in your statements about the crisis will show that management is aware and working to provide a solution to the crisis situation.
- Utilize your own corporate media channels, such as web site, SM, messengers.

FIRST HOURS OF A CRISIS

In-House Response:

- Create the Crisis Response Team and Communications Center
- Notify Headquarters and External Advisors
- Gather all the facts about the crisis
- Coordinate with Legal Department before releasing information to external audiences
- Activate Crisis Communications with employees and customers before the media does.

QUESTIONS TO BE ASKED DURING FIRST HOURS

1. What happened?
2. When and where?
3. How did it happen?
4. Was anyone involved?
5. Was anyone hurt?
6. What is the damage?
7. What safety measures are being taken?
8. Has this happened before?
9. What is being done about it?
10. Do you accept responsibility or liability?
11. What do you have to say to the victims?
12. How does this affect your operations?

External Audience Response:

- Provide a written statement with background information for the media. Be proactive in communicating with the media, even if all the information is not yet known.
- Do not speculate on anything, but communicate the information you know at the earliest possible time and promise to reply when more information is known.
- Outline the facts and what the company is doing to address concerns and respond to a crisis.

Through an authorized statement communicate with each of the following key audiences:

- Employees & their families
- Customers & distributors
- Contractors & vendors
- Government Officials
- Community Members
- Emergency Services Personnel
- Mass Media

STATEMENT TONALITY

- Always show compassion for how your corporate actions affect customers and the local community
- Always ensure your communications to various groups are factually the same
- Never downplay the severity of the situation – always communicate the severity as best you can, given what you know at the time.

RESPONSE TOOLS & TEMPLATES

- Media Inquiry Log
- Holding Statements
- Message to Officials
- Sample Internal Email

MEDIA INQUIRY LOG

Tips for Handling Media

Document the call

Get all the facts from the caller:

- Write down reporters name & media organization
- Include work phone, cell, email, fax
- Ask for reporters deadline

Tips for Handling Reporters:

- Anytime you talk to reporter, you are being interviewed
- Stay calm, maintain composure even if reporter is aggressive
- Ask Qs to obtain correct info
- Write down specific Qs
- Use approved statements
- Promise a call back

HOLDING STATEMENTS

3 Types of Statements

- ✓ Acknowledge crisis occurred
- ✓ Empathy Statement
- ✓ Consumer Health

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- Facts, as we know them
 - Show concern/thoughts and prayers with families
 - What are we doing
 - How/when will we communicate

MESSAGE TO OFFICIALS

- Facts, as we know them
- Show empathy
- Demonstrate what we are doing to rectify
- Demonstrate availability

SAMPLE INTERNAL EMAIL

- Facts, as we know them
- Highlight customer safety and the preservation of human life
- Inform a Crisis Team is formed and hierarchy
- We will update media and stakeholders regularly

DO NOT

DO NOT

- Forget to regularly update your contact information for crisis teams
- Hesitate to promptly inform the **central office** about a crisis. Do so immediately in case of crisis
- Use only a single channel of communication with the crisis team. Email is not enough. Make phone calls and use SMS as well
- Just wait for orders from your boss before acting to preserve human life or safeguard health or restore normal store operations and prevent negative public resonance
- Give comments to the media without permission from the **central office** (even off-the-record, informally and anonymously)
- Discuss the crisis on social media

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