

Crisis Communications

Planning, Doing & Following Up

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Goals for Today

- Go over the 5 Ws and an H of Crisis Communications
- Collaborate on Dealing with a Crisis
- Review Key Do's & Don't's
- Understand Critical **C**s of Crisis Communications

WHY

- Crises Generate Attention and Queries
- Failure to Communicate Cedes Control to the Other Side
- Your Publics Will Form **Lasting** Opinions Based on Your Responses
- You Have Many Outlets at Your Disposal
- And Many Communications Tools

WHO

- Your Management
- Internal Role Players
- Your Audiences (It's Public**S** Relations)
- Your Potential Allies
- Your Foes

WHAT to say

- The Truth
- Refute (but don't repeat) Negative Statements
- Benefits to Constituents
- Focus on Future
- How Your Audiences Can Help
- What Not to Say

WHERE

- The Media
- The Internet
- Podiums
- Wherever You Network
- Internally
- At Your Showcase Locations

WHEN

- ASAP (Key words are “Soon” & “Possible”)
- As Long as the Issue is Timely

- And, to a Lesser Extent, as Long as the Issue *Could* be Timely

HOW

- In an Organized Manner (Have a Plan)
- Proactively
- Confidently
- Accurately
- Quickly
- Civilly
- Under **Your** Watchful & Critical Eyes

Six Dos, Don'ts & Nevers of Crisis Communications

- **Never** Think a Crisis will Go Away if You Don't Respond
- **Do** Issues Management Before Crisis Management
- **Do** Have a Plan
- **Don't** Act Alone
- **Do** Get Management Involved
- **Do** Appear Eager to Communicate

Six More Dos, Don'ts & Nevers (Of Equal Importance)

- **Do Display Passion – But Civilly**
- **Do Emphasize Constituent Benefits Over Organizational Benefits**
- **Don't Have a “One Size Fits All” Strategy**
- **Do Set Expectations**
- **Do Be Prepared to Change Your Plan**
- **Never Lie**

Critical Cs of Crisis Communications

- **Credibility** Be Believable
- **Context** Within Audience's
Frame of Reference
- **Content** Will Listeners Care?
- **Conciseness** Less is More
- **Continuity** Repeat Points Elsewhere
- **Channels** The Appropriate Vehicles

More (But Equally Important) Critical Cs

- **Capability** Will Audiences Understand
- **Creativity** Attract Attention
- **Civilly** Be Respectful
- **Cwickness** (*I Never Said I Could Spell*)
Don't Wait
- **Common Sense** Look & Sound Smart

For More Information

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