

Communicating News in a Crisis – Internally and externally

Session 104

Ruth N. Steinholtz

Aspects of External Communication

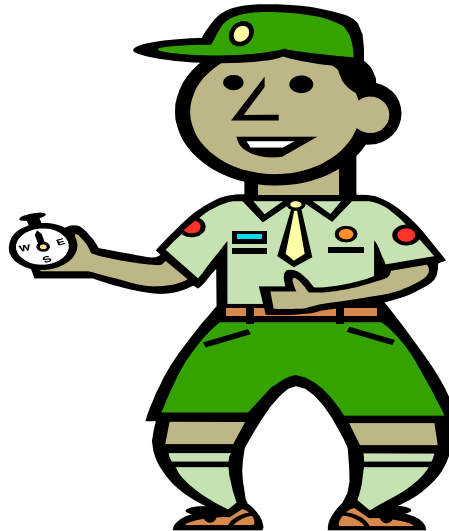
- Some tips for communicating with the media in any situation
- The importance of preparing for media crisis, and how to do it
- The role of the legal department/GC

Guidance for media spokespersons

- Know your story, and the facts; do not speculate, accept or deny responsibility or express your opinion
- Focus on three (3) key messages: create a bridge from the question to your 3 key points
- Remember this pattern : Key message, evidence. Say what steps are being taken to deal with the problem and give an example (evidence)

Stay **calm**, in **control** and show **concern**

- If you do not know the answer do not make it up – tell them you will find out (and follow up)
- Do not parrot back their negative words, remember they can and will edit your interview...
- The media is a conduit to the public to get your message across



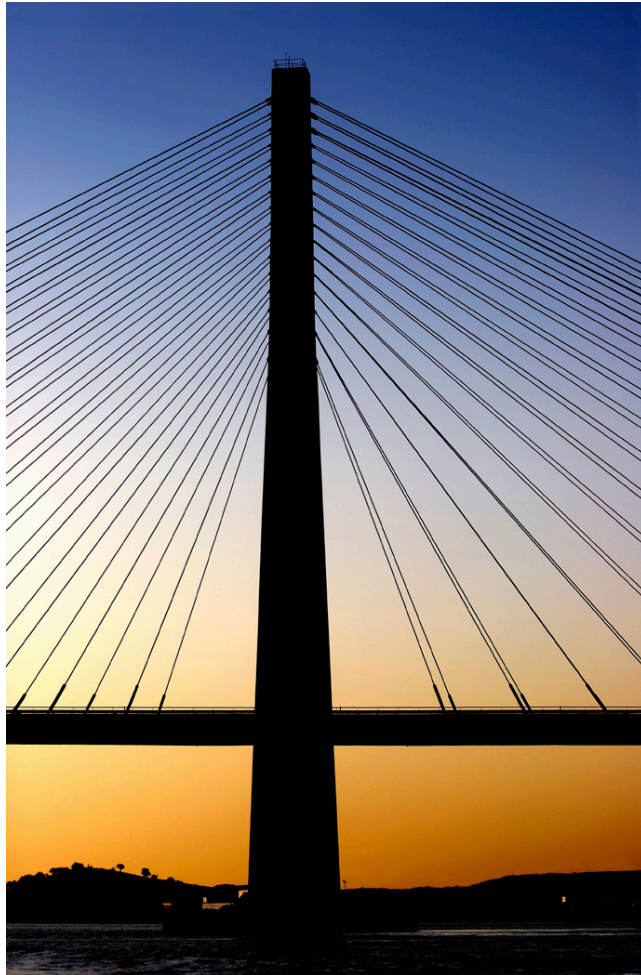
BE PREPARED !!!!

How to prepare for crisis involving the media?

- Crisis media training is essential
- Appoint spokespersons in advance, and make sure they all know who they are and that they have regular media training
- If someone is not trained, they should NOT talk to the media
- Media training helps sort out who should deal with visual media and who has a “good head for radio”

Media training should be part of a larger programme

- Crisis/incident management is not something that can be improvised – a system & training are required
- If the manual is thicker than a few centimetres, it is useless
- Timing and coordination are critical
- Managers must check their egos at the door



Remember, 3 key messages...



Why should the legal department get involved?

You tell me!