

CRISIS COMMUNICATIONS

In the court of public opinion, a person or organization is guilty until proven innocent.

Company Spokespersons

Training in the conduct of media conferences, radio and television interviews in crisis-like situations is best done in a small group of about 3 people for maximum practical involvement and it takes two hours to be completed effectively.

Maximum benefit is obtained from each person witnessing the other participant's performances in engaging media.

The training covers:

- Crisis control through the development and implementation of crisis strategy for business continuity, liability and reputation issues.
- The nature of crisis communications, journalists and different media.
- Identifying communications goals and message development.
- The use of Q&A to develop and articulate strategy.
- Interview preparation.
- Interview and press conference techniques.

Does anyone have any questions for the answers I am about to give? – Henry Kissinger.

Rational messages persuade. Emotional messages motivate

Front-Line Supervisors

This awareness briefing covers the following topics through oral presentation, hypothetical vignettes and several physical problem-plays drawing upon varied participants from the audience.

- The nature of journalists and different media who will be on site.
- How to reassure concern, control and commitment.

Media Support Team

Monitor, analyse and respond

This training equips the team with the skills and attitude to regain control by responding to the media covering the event, and seeking to retain the messaging initiative.

Participants gain the knowledge, skills and attitude to:

- Activate the Media Support Team and room, and offsite press conference facility.
- Think like the media, and manipulate stakeholder perceptions.
- Monitor, analyze and respond to media coverage, particularly on sensitive issues.
- Prepare Q&A, releasable information, media releases, fast facts, file footage and dark websites.
- Apply techniques for telephone response, and interface with any Call Centre.
- Assist spokespersons prepare for first and subsequent contact with the media.
- Optimize media coverage before, during and after a crisis, including the linkage with longer-term issues.
- Get the best performance from PR consultants and when to use them.

Media Support Team Exercise

The team operates in two halves as if working in shifts.

The second half of the team initially acts as journalists and other stakeholders seeking public information, and then individuals are rotated with the on-duty team throughout the course of the activity until all participants have participated on both sides.

Truscott simultaneously directs the role players and coaches the actions of the main team.

Communications is not what you send out but what arrives – and the gap exposes a company to media decisions.