

Managing a crisis

with journalists watching...

First message owns the message

Newsroom environment

Fast paced

Stressful

Urgent

Constant deadlines

Type A

Competitive

24/7

Gathering news

Social media

Conversation

Pitch

News conference

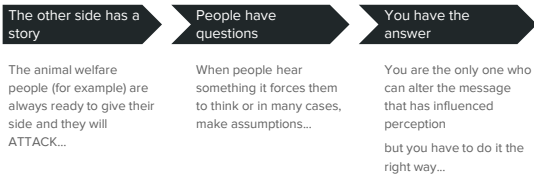
Event

Journalists are
big players in...

Promoting awareness
Shaping public opinion
Informing

“You need to be prepared for today’s media culture, in which a tweet can become newsworthy and a news interview can become tweet-worthy.”

Why bother?



What happens when you forget about the media?

Stakeholders (the public) will be...

Confused

Angry

Reacting negatively

Assuming

“The secret of crisis management is not good vs. bad, it’s preventing the bad from getting worse.”

As journalists we are taught to NEED the negative

The crisis

Avian Flu

The conversation

The crisis

Animal welfare - Chilliwack
Cattle Sales

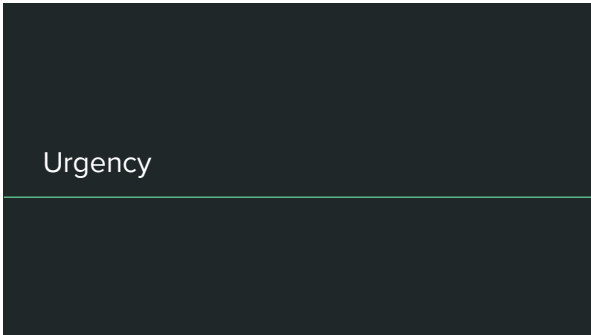
The conversation

How do you **change**
the conversation?

Anticipate

Anticipate

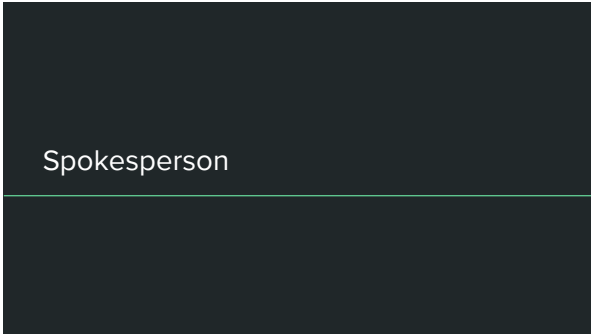
- Have your messaging ready
- Know your local reporters
- Know what the other side is saying
- Know you'll be bombarded



Urgency

- Contact us before we contact you
- Your two hours is our five minutes
- The longer you wait, the more you're losing





Spokesperson

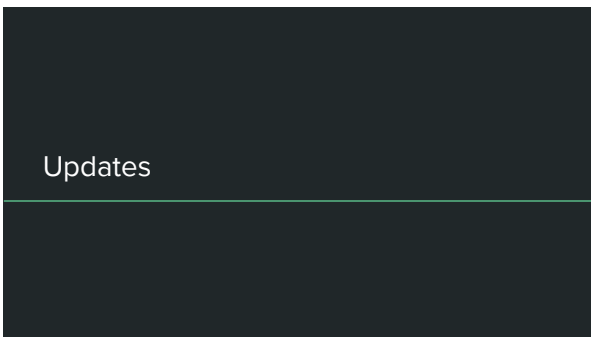
Availability*

Knowledgeable

Non-confrontational

Simplified information





Updates

Regular

Up front

Easy to access

Example: [2014 Avian Flu conference calls](#)

It's hard to
create/change the
conversation but if you
know a journalist's
needs...it's easier

Managing a crisis

with journalists watching...
