

Bad Press, A Media Survival Guide

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Goal

- Have the attendees walk away with a better understanding of how to prepare themselves and their organizations to handle communications during crises “bad press”

Objectives

- Ten Commandments of Media Relations
- What is News
- The Simple Plot
- Define a crises
- Crisis Communications Planning
- Crisis Communication Messaging
- Social Media
- News Media Roles

10 Commandments of Media Relations

- Be open and helpful, NEVER LIE.
- Personalize the organization.
- Develop media contacts
- Take good stories to the media.
- Respond promptly when media call

10 Commandments of Media Relations

- NEVER say “No Comment”.
- It’s okay to say “I don’t know, but I can find out’.
- If you goofed, confess and repent.
- Use the “Big Dump”.
 - *Tell it all, tell it fast*
- Prepare for the “Big One”.



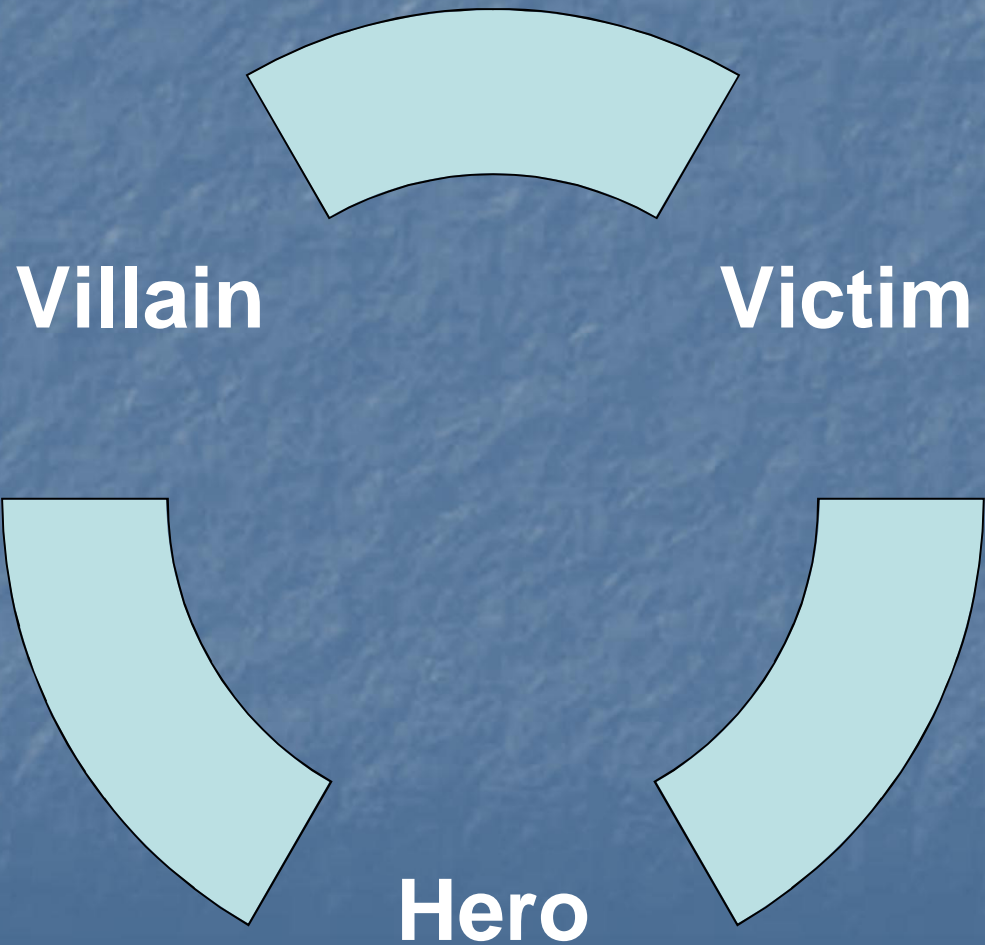
“We never run away from our problems or pretend we don’t notice them. I fear the pace at which we have grown may have been too quick.”

What Is News

- **If it bleeds it leads.**
- **The 5 C's of news....**
 - **Crisis**
 - **Catastrophe**
 - **Conflict**
 - **Crime**
 - **Corruption**

The Simple Plot

- The best type of news stories follow a simple plot;



What is a Crisis

- “an extraordinary event or series of events that adversely affects the integrity of the product, the reputation or financial stability of the organization; or the health or well-being of employees, the community, or the public at large.”
Pacific Bell
- “situations characterized by surprise, high threat to important values, and a short decision time.” *Ole Holsti*
- “anything that creates embarrassing or negative publicity for any organization or individual”
PRDisasters.com

What is a Crisis



- “When people believe that because nothing has gone wrong, nothing will go wrong, they court disaster.”
Martin Landry

Crisis Communications Planning

- Predictable Problems
 - Natural
 - Storms, earthquakes
 - Human
 - Intentional
 - Violent or non-violent
 - Unintentional (accidental)
 - Technological
 - Intentional
 - Unintentional (accidental)

Crisis Communication Planning

- The crucial rule of crisis communication is similar to that of emergency medicine: FIRST do no more harm.
- People have to think you care before they care what you think.

Crisis Communication Planning

- Part of the overall comprehensive crisis management plan.
- What could possibly happen?
 - Embezzlement
 - Corporate Officer arrested
 - Violence
 - Police/Govt investigation
 - Major service interruption
 - Accident/Fire/Deaths/Injuries at facility
 - Alien abduction
 - Environmental damage

In 2010, the following industries racked up the most business crises, according to the annual "Business Crisis Trend Report" by the Institute of Crisis Management:

1. Petroleum Industry
2. Ship Building and Repair
3. Automobile Industry
4. Banking
5. Air Transport
6. Pharmaceutical Cos.
7. Security Brokers
8. Computers
9. Coal Mining
10. Software

With the exception of Ship Building and Coal Mining, all these industries were also in the Top 10 the year before.

Crisis Communications Messaging

- How could the crises play out in media?
- During crises – if public health or safety is threatened – partner in getting out the message.
- Post-crisis – Professional question askers

Crisis Communications Messaging

- Assemble a Team
- Create the messages
 - What you know
 - What you are doing
 - What you are planning to do
- One designated spokesperson/point of contact
- Plan for internal communications

Vincent Covello - 77 Questions

Journalists are likely to ask six questions in a crisis

(who, what, where, when, why, how)

that relate to three broad topics:

- (1) What happened;
- (2) What caused it to happen;
- (3) What does it mean.

<http://communication.howstuffworks.com/how-crisis-communication-plans-work.htm>

Social Media



Social Media



The video clip is stomach-turning. A Domino's employee in Conover, N.C., is seen assembling sandwiches, spraying snot on them, sticking cheese up his nose before placing it on a piece of bread and passing gas on a slice of salami. The woman holding the camera narrates. "In about five minutes, they'll be sent out to delivery, where somebody will be eating these, yes, eating them. And little did they know that cheese was in his nose and that there was some lethal gas that ended up on their salami," she proclaims proudly.

"That's how we roll at Domino's."

Time magazine, 4/18/2009

http://www.goodasyou.org/good_as_you/2009/04/video-let-the-dominoes-appall.html

Social Media

In the wake of yesterday's tragic killing of an experienced Sea World trainer, Dawn Brancheau, by a killer whale named Tilikum, Sea World has suspended the light-hearted, quirky Twitter account for Shamu that they set up about a year ago. (Shamu is Sea World's stage name for several of their killer whales.)

Geekosystem.com 2/25/10



Shamu

At this difficult time, @Shamu will not be active. For Twitter updates follow @SeaWorld_Parks.
<http://bit.ly/b0oU3I>

9:38 AM Feb 25th via web

Social Media

- It's Risky
 - Dominoes Pizza image dropped dramatically
 - You Never Know When It's Your Turn
 - Who is monitoring the social media
 - Practice
 - Who is in charge, who can do it
 - Prepare to Create
 - Videos, Facebook messages, tweets
- <http://www.convinceandconvert.com/social-media-marketing/4-brand-saving-recommendations-for-social-media-crisis-management/>

Public Official's Role

- Above all I am a Public Official
- I will deliver the facts on a timely basis
- No exclusivity
- Off the record is a myth by law
- No opinions, comparisons, profanity or anger

News Media's Role

- I am not doing a media interview, I am dealing with an entertainment company, a private vendor.
- The reporter is the salesman, the story is the product.
- The media owes me nothing
- Media has no more rights than the average citizen

Hopefully you enjoyed this presentation and you either learned something or at least it gave you something to think about. I tried to credit all sources that I used in the creation of this presentation. Please feel free to contact me if you have any questions or thoughts to share.

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