

**2017**



**CRISIS COMMUNICATION**

**TIPS & TRICKS**

**DEFINE**

***It’s an effort taken by a company to communicate with the public and stockholders when an unexpected event occurs that could have a negative impact on the company's reputation.***

**What incidents constitute as crisis communication:**

* Severe weather
* Power outage
* Construction mishap
* Medical emergency
* Lockdown
* Accident
* Arrest

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**PREPARATION**

**What Community Relations Needs:**

* Contact us ASAP
* Provide basic info
* Take in your surroundings
* Assume media will arrive
* Direct media to law enforcement or Community Relations Department
* Prepare for follow-ups from media and customers
* Be wary of what you say

**What “Not” to Do:**

* Don’t say, “no comment”
* Don’t fall for “off the record”
* Don’t guess or speculate
* Don’t drop names
* Don’t provide damage assessment
* Don’t try to cover up
* Don’t say media can’t speak with customers

**What Media Are Looking For:**

* Injuries/victims/casualties
* Property damage
* Causes
* Rescue and relief
* Description of crisis
* Legal action

**Important Takeaways:**

* No incident is too small to notify us about
* Rule of thumb… if emergency vehicles show up, probably a good idea to let us know
* It’s better to stay ahead of story than be blindsided

**COMMUNITY RELATIONS DEPARTMENT**

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