

Crisis Communications and Media Relations

Presented by
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(Retired)

- 1. UNDERSTAND THE MEDIA CLIMATE**
Power and Discretion - Profit Motivation
News as Entertainment
Competition Forces - Instant News
Social Media and User Created Content
Viral Nature of Communication
- 2. PREPARE**
No Impromptu Interviews
Know What You Will and Will Not Say Before Interview
State the Ground Rules Before the Interview
Ask Control Questions
Anticipate Questions
- 3. BE VIGILANT**
Keep Your Guard Up
Don't be Tricked into Filling Dead Air
Watch Live Mikes
Know the Difference:
 - On and Off the Record
 - On Background
 - On Deep Background
- 4. BE TRUTHFUL**
Be Available
Never Lie or Mislead
Answer Questions in One of Three Ways:
 - You Know the Answer and Can Say it
 - You Know the Answer But You Can't Say it
 - You Don't KnowExplain the Reason Why You Can't Say
Don't Say No Comment
- 5. BE MESSAGE DRIVEN**
Learn the Angle or Focus of the Story
Talk Should be Concise and to the Point
Talk Simply and in Plain Language
Develop Messages into 8 to 10 Second Sound Bites
Use Metaphors or Analogies to Stress Important Points
Use Non-Verbal Cues to Reinforce Message
Dress for the Situation and Audience
Provide a Good Background for TV

IN A CRISIS

Be Timely Be Accurate
Be Honest Be Credible

People Want to Know That You Care!

Steps in Message Development

1. Move quickly but deliberately
2. Define the crisis and its implications for all those effected
3. Determine your audience(s)
4. Determine your communication goals
5. Determine how to measure your success
6. Develop messages
7. Covert into clear and concise statements
8. Pick the appropriate media for the message
9. Implement your message strategy
10. Measure success and adapt if necessary

Set Up a Command Post and a Media Staging Area and be Prepared to Address These Issues:

What the Public Will Ask:

- Are My Family and I Safe?
- How are we Effected?
- What Can I Do to Protect My Family?
- Who Caused This?
- Can You Fix It?

What the Media Will Ask:

- What Happened?
- Who Is in Charge?
- Has This Been Contained?
- Are Victims Being Helped?
- What Can We Expect?
- What Should We Do?
- Why Did This Happen?
- Did You Have Forewarning?

What About Your Employees?

- Listen to Employee's Specific Concerns
- Communicate in a Timely Fashion
- Increase Senior Management Visibility
- Act Swiftly to Give Attention to Those Affected
- Explain Why at Every Stage
- Share Challenges and Priorities
- Share a Vision for the Future

Speaker Information:

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