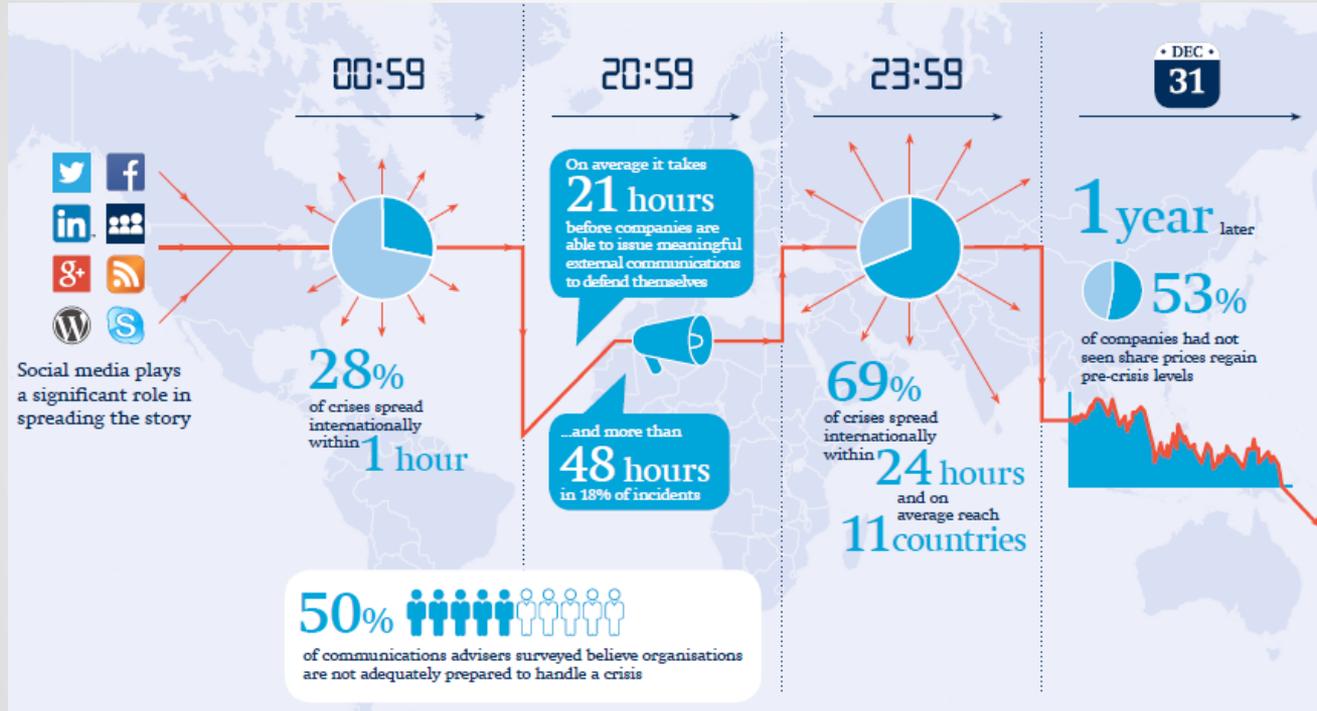




# HOW COMMUNICATORS CAN BUILD RELATIONSHIPS WITH THE MEDIA

BEFORE, DURING AND AFTER A CRISIS

# FORGET ANYTHING YOU LEARNED ABOUT CRISIS COMMUNICATIONS



## THE RULES ARE CHANGING

# 60 SECONDS IS THE NEW FIRST HOUR



Before Twitter, information was published online within **two** hours, radio and television took an average of **three** hours to broadcast the news, and it took up to **eight** hours before audiences would read it in print.

# COMPANIES ARE STRUGGLING IN TODAY'S ENVIRONMENT

- On average, it takes **21 hours** before companies are able to issue meaningful external communications to defend themselves.
- Companies are able to engage **directly** with their customer base, but social media can put companies on the defensive.

# BEFORE TWITTER

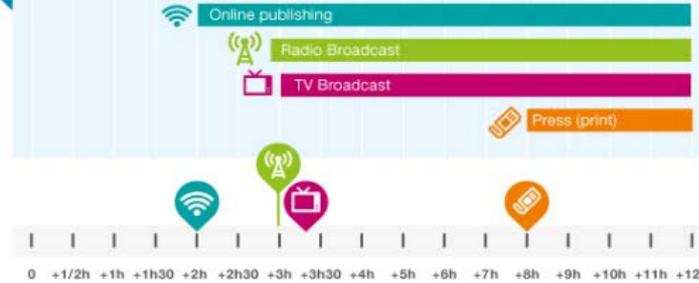
## INFORMATION CREATION & CIRCULATION

### BEFORE TWITTER

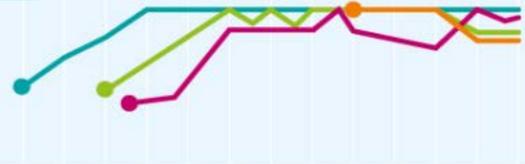
#### INFO CREATION



#### INFO DISTRIBUTION

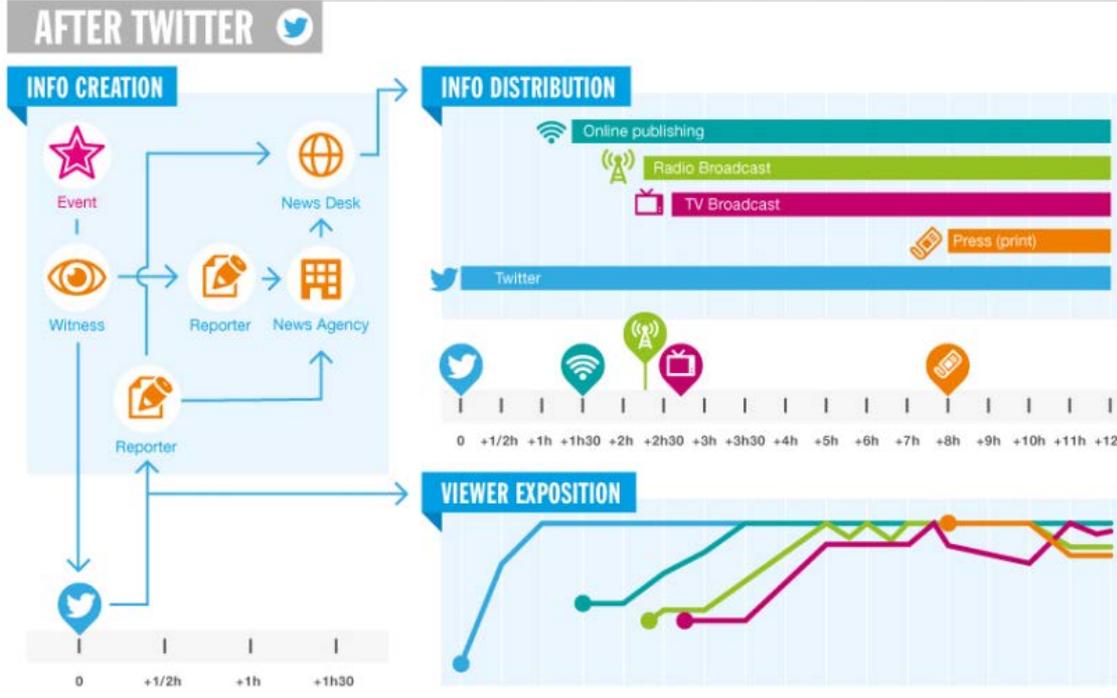


#### VIEWER EXPOSITION



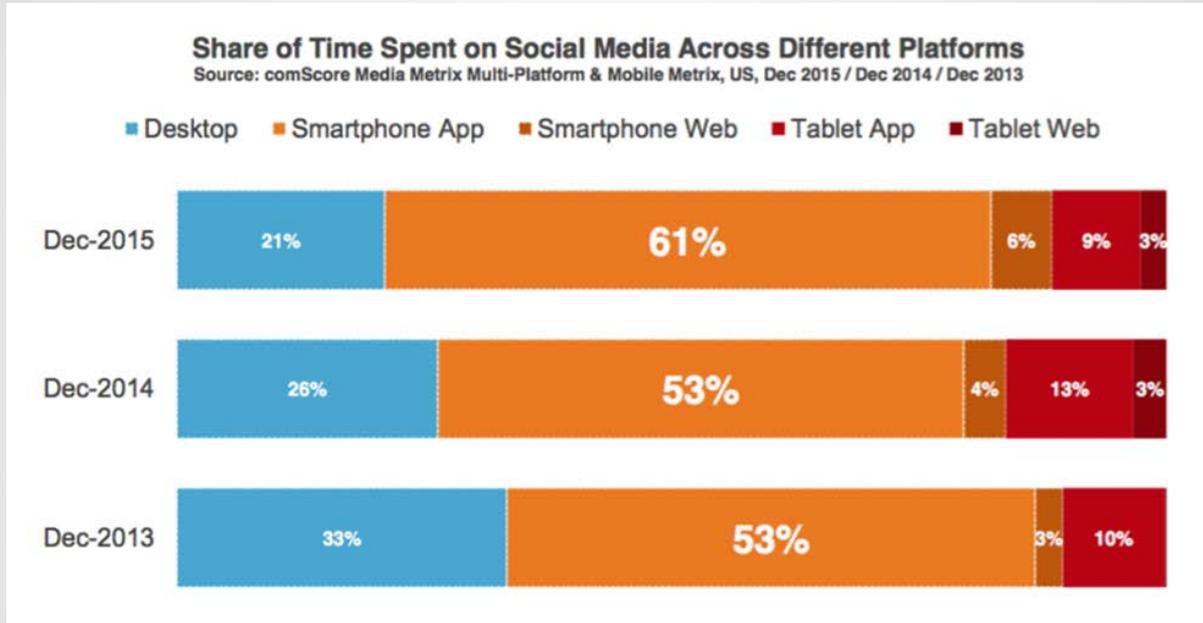
# AFTER TWITTER

## INFORMATION CREATION & CIRCULATION



From: Burson Marsteller

# TODAY, EVERYONE IS A JOURNALIST



As New York Times journalist David Carr writes,  
“The media is not the message, the messages are the media.”

**“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you’ll do things differently.”**

**- Warren Buffet**

# A NEW DEFINITION OF CRISIS

## TRADITIONAL CRISIS



## CRISIS 2.0



## CRISIS 3.0



# THE BEST PRACTICES FOR CREATING MEDIA RELATIONSHIPS AND BUILDING THE GOODWILL BANK

**Diversify** the relationships beyond the PR team

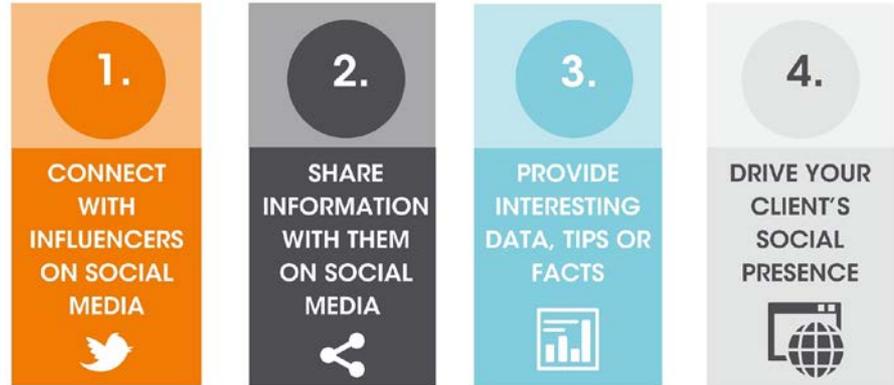
Don't put all of your eggs in your beat reporter's basket

Be a **resource**, even if you aren't interested in the story

Deliver your own bad news

There is no such thing as a B list when it comes to **media** relationships

## 4 WAYS TO: BUILD RELATIONSHIPS WITH THE MEDIA



# PRE CRISIS

## Volkswagen's emissions crisis



### A WRITE OFF

**£18bn** wiped from VW share price

**11m** cars to be recalled

**£4.7bn** set aside in third quarter accounts to help cover costs

**£11bn** potential cost of fine

**£26bn** estimated cost of scandal to VW

# DURING CRISIS

"My most urgent task is to win back **trust** for the Volkswagen Group by leaving no stone unturned."

Matthias Mueller, Volkswagen CEO



# COACHING YOUR SPOKESPERSON / SPOKESPEOPLE

- Leaders and teams need to be **adaptable**, **decisive** and **comfortable** dealing with situations that are unexpected and where information is limited and contradictory.

# POST CRISIS



“We are **not** letting the crisis slow us down, but are stepping on the gas — in all of our brands, and in all relevant markets.”

- VW Chief Executive Matthias Müller



# QUESTIONS?