

# Build Relationships With Media Before, During and After a Crisis

Past and Present  
Spokeswoman:



FEMA



U.S. Army



Contributor: THE  
HUFFINGTON  
POST

Entrepreneur  
MAGAZINE

#PRNews  
@marysimms



MARY SIMMS  
AWARD-WINNING PUBLICIST.  
JOURNALIST. STRATEGIST  
CONSULTANT. ARMY VET.  
AND DAMN GOOD AT  
GETTING BIG MEDIA TO PAY  
ATTENTION.

The  
Mary Simms  
Public Relations Agency



# Defining moments

Complex and controversial communications issues:

- 3-Time Combat Veteran
- Climate Change
- Fatal Blackwater Plane and Helicopter Crashes
- West Coast Fukushima Radiation Scare
- Hurricane Sandy
- Too many oil spills and occasional (scandals) to list.



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Defining Moments.

# What's Yours?

“

In less than 30 seconds, can you summarize some of the best or worst crisis situations and outcomes you've handled? Tell someone sitting near you, who you don't already know, about it. What was the most important lesson you learned?

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# What we'll cover

- How to create a symbiotic relationship with the media to ensure your message gets the attention it deserves.
- Train C-suite and spokespeople to handle the onslaught of media coverage that follows a crisis.
- Strategically secure interviews with thought leaders across the media spectrum to strengthen the brand's message.
- Build trust with targeted journalists to make sure coverage is thorough, well balanced and continues after the company emerges from the crisis.



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# Relationships Matter.

“

**MARY SIMMS IS ONE OF THE BEST PUBLIC SERVANTS I HAD** the chance to work with in my 7 years in the Obama administration. **She's one of the hardest working people I have met and she always delivers.”**

- Betsaida Alcantara, Director of Media Planning, *Hillary for America*

**“IF ONLY EVERY MEDIA PROFESSIONAL WAS LIKE YOU...”**

- Heesun Wee (NBCUniversal) CNBC.com Digital Features Editor

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# Los Angeles Times

## FEMA prepares for 'worst case scenario' in Oroville Dam emergency



As California officials are frantically working to reduce water levels at the Oroville Dam, the Federal Emergency Management Agency says its preparing for the “worst case scenario.”

The agency has sent an eight-person incident management team to assist the state’s Office of Emergency Services to help prepare for the potentially devastating flooding that could affect communities below the dam, said Dr. Ahsha Tribble, acting regional administrator for FEMA’s Region 9. The regional office covers California, Arizona, Hawaii, Nevada and the Pacific Islands.

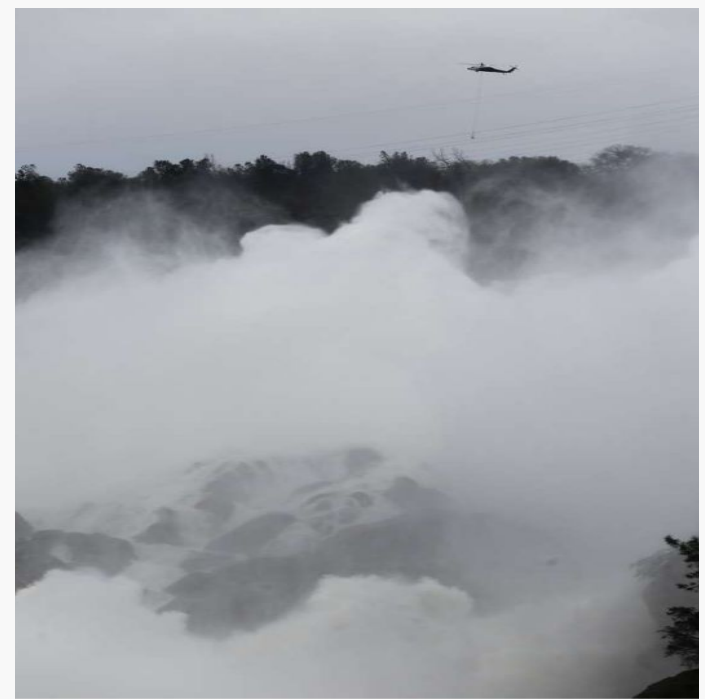
FEMA representatives were dispatched to the Flood Operations Center in Sacramento, she said. The regional office has also called on other federal agencies to assist state officials if needed, Tribble said.

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# SF Gate

## As California waits on Trump, FEMA gets going around Oroville Dam



As California waited Monday night to see if President Donald Trump would grant Gov. Jerry Brown's request for emergency funding for 10,000 evacuees who lived in the shadow of the Oroville Dam, FEMA began preparing for the worse.

The federal disaster-management agency's Region 9, which oversees California and other Western states, has mobilized a 24-hour task force to coordinate its response with state and local agencies, said Mary Simms, a spokeswoman.

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# FEMA CASE STUDY

Crisis: El Nino: August 2015

NOAA predicts a 95% chance of El Nino conditions for winter with complex weather patterns and unusually high flooding and precipitation predicted for 2016.

## Details & Outcome

- 300 Media Queries in 3 Days for Embargoed Report
- 75 Participants in Virtual Press Conference
- \$3.1M AVE
- 25% Increase In Flood Insurance Policy Purchases in California
- Compound Interest of Coverage.

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## Shit Is About to Get Real in California, El Niño Report Predicts



After four years of drought, Californians are bracing for another potentially destructive weather event: El Niño. Earlier this week, the Federal Emergency Management Agency, or FEMA, released a disaster plan including what to expect from the upcoming rainy season. Here are the key takeaways:

- This may be the strongest El Niño on record.
- The dry conditions mean more flooding.
- Wildfires in the summer mean more landslides in the winter.
- King Tides, El Niño, and the Blob mean higher sea levels and more potential damage.
- The rains may ease the drought but won't solve it.

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# Universal Tactics for Success

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- Use Facts To Tell A Story.
- Timing Is Everything. Embargo for multiple newscycles of coverage.
- If it bleeds, it leads. Always find the hard angle.
- Newsjacking.
- Virtual Press Conferences.
- Find the balance between automation and personalization.
- Live Television is Your Ally.

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# Fox News

## EPA Chief Calls Republicans 'Jack-Booted Thugs'



U.S. EPA Administrator Lisa Jackson took on congressional Republicans for trying to blame a sour economy on environmental regulations yesterday in a speech at the University of California, Berkeley, School of Law.

Jackson accused House and Senate Republicans of deliberately misusing EPA's assertion that it would need 230,000 people to enforce greenhouse gas regulations. The number, she said, was drawn from an agency document arguing for "tailoring" the regulations to exempt small businesses.

"Those jack-booted thugs knew that," she said of the Republicans.

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# POLITICO

## 'Thugs' misquote sparks uproar outrage



Republicans are in an Internet uproar over an erroneous media report quoting EPA Administrator Lisa Jackson as calling them

“jack-booted thugs” during a speech at the University of California at Berkeley.

Trouble is, Jackson didn’t level the term at Republicans. Instead, she used it to refer to her own employees, jokingly borrowing language that the EPA’s critics have used to describe the agency’s workers.

According to video of the event Thursday and a transcript of the speech provided by the EPA, Jackson spent part of her speech debunking earlier inaccurate media reports that claimed the agency intended to “triple its budget and add 230,000 new regulators

to cut greenhouse gas emissions from sources like — be prepared — backyard grills and cows.”

In fact, she noted, the EPA had proposed a “tailoring rule” meant to limit the permitting requirements to the biggest industrial emitters.

“A massive expansion was never a possibility — and the people who cited the 230,000 new EPA jack-booted thugs knew that,” she said. “That number comes from an administration document explaining why you needed a Tailoring Rule.”

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# EPA Case study

RedState

LOGIN

REGISTER

RS GATHERING

DIARIES

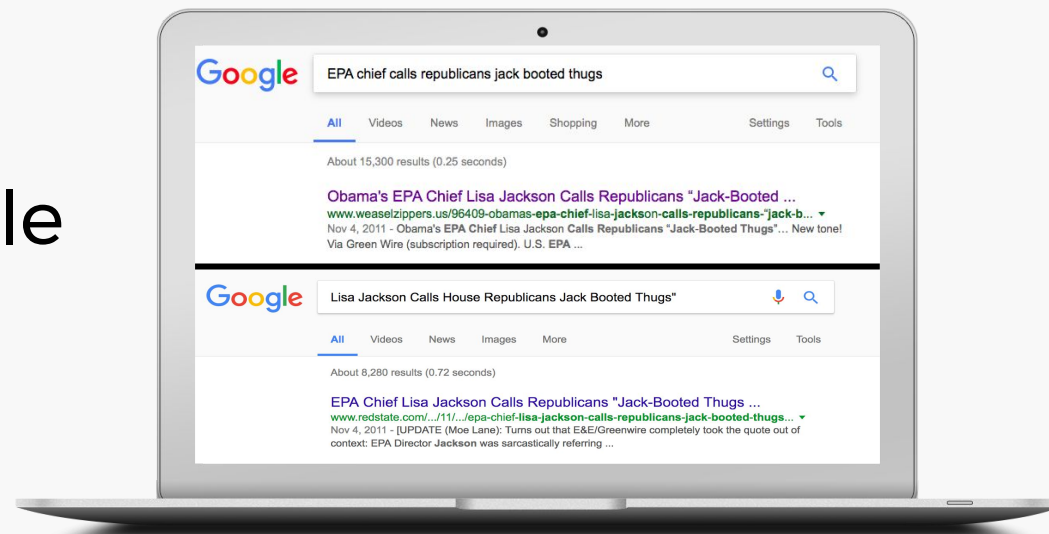


## *EPA Chief Lisa Jackson Calls Republicans “Jack-Booted Thugs” [UPDATE: Nope, She Didn’t.]*



## *Obama aide did NOT slur Republicans*

By The #'s:  
About 15K Google  
search results.



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# Universal Tactics for Success

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- Timing Is Everything.
- Tweets can be weaponized and move faster than lightning.
- Rely on relationships and technology.

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# Crisis Best Practices & Critical Mentions.

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- #1 Be Responsive. Be Fast. Be First.
- #2 Be Trusted. It Will Make Your Job Much Easier.
- #3 Over-Prepare.
- #4 Stay in Your Lane. But Not In A Silo.
- #5 Figure Out, then Share the Big Picture. Even if it's  
Outside Your Lane.
- #6 Embrace Technology.

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# My Favorite Tech Tools and Resources



- Canva
- Cision and Meltwater
- LinkedIn
- Help a Reporter Out (HARO)
- Zoom
- Virtual Press Conferences - Moderated Telephone Audio/Internet Lines
- Facebook Groups
- ScheduleOnce
- CRM Automation Software
- Adobe & Pexels Stock Images

Text PRPro to (619) 202-8337 to connect with Mary

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# Questions?

## Let's connect.



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