

ragusa

Crisis Management
Workshop

PRNews

One-Day Boot Camp
for Emerging PR Stars

December 11, 2013



@toddragusa #prbootcamp

Crisis Management Workshop

- 12:30 p.m. – Presentation
- 12:45 p.m. – Review Mock Crisis
- 12:50 p.m. – Prepare Crisis Strategy
- 1:20 p.m. – Present Strategies
- 1:30 p.m. – Conclusion



Resource:

Inc.

“Crisis Management: 3 Things You Must Do”

By Jeff Hayden, Inc. Magazine

When the clock is ticking, *why* the crisis happened doesn't matter. What you do about it is what makes all the difference.

At some point every business, no matter how small, faces a crisis, whether it's one you help create or one completely outside your control.

To your customers (and possibly to investors and other partners), *why* the crisis occurred doesn't matter. What you do in response—and maybe even more importantly, how you communicate—makes all the difference.

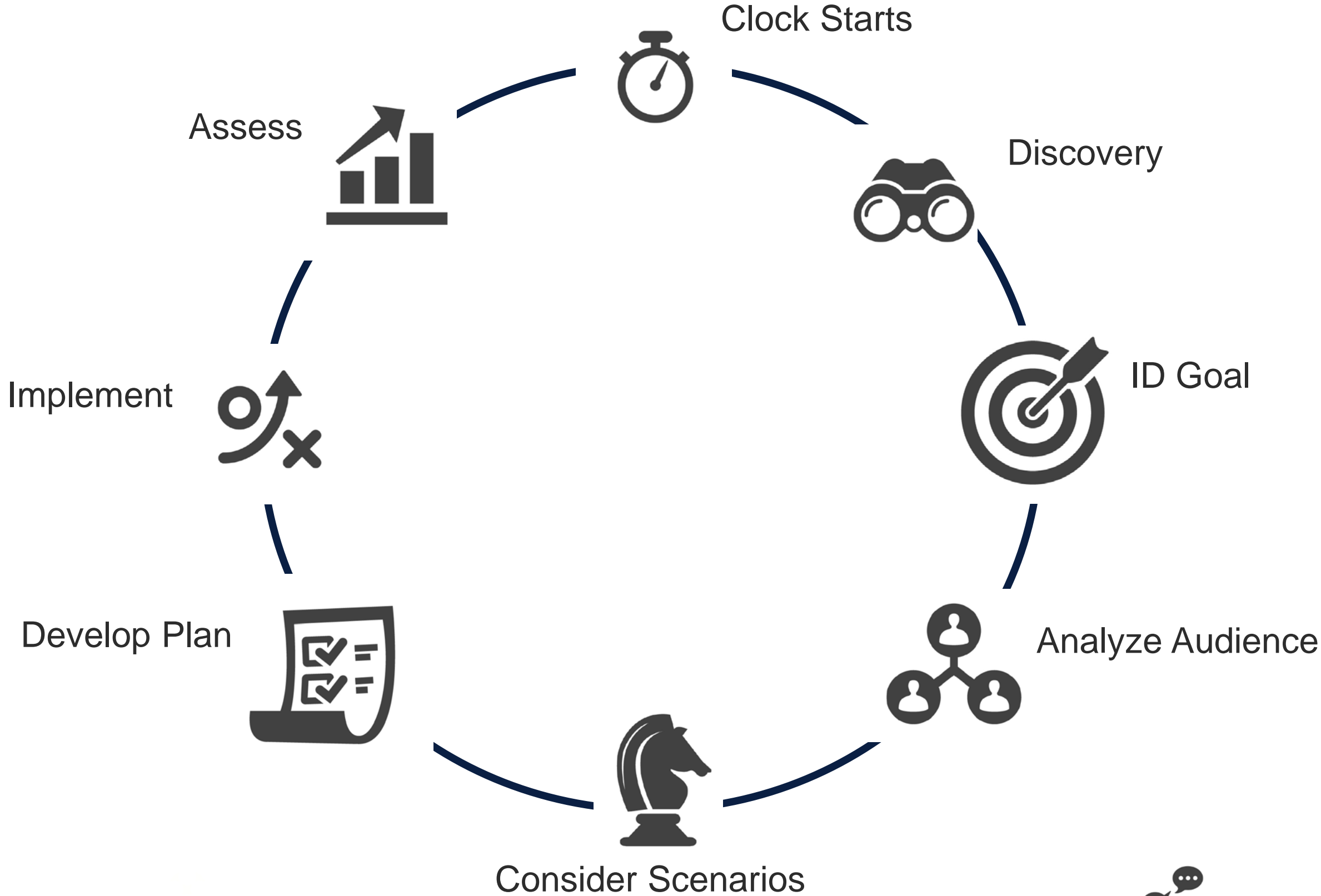
Maybe you shipped a bad batch of product. Maybe your back-end systems failed and customer information was lost or stolen. Or maybe you've just done something stupid. The clock is ticking—what should you do?

To answer that question I turned to Todd Ragusa of Ragusa Consulting, a PR consulting firm based in New Orleans. Todd specializes in crisis communication and issues management.

Read Ragusa's article on Crisis Management at <http://ragusaconsulting.com/2012/07/crisis>



CRISIS RESPONSE





CLOCK STARTS

- ~~Tell it ALL~~
- Tell it FAST
- Tell the TRUTH





DISCOVERY

- Reiterate Confidentiality
- Learn Everything
- Conduct Interviews
- Understand Implications





ID GOAL

- Define Success
- Develop Objectives
- Reach Consensus





ANALYZE AUDIENCE

- ID Who Matters
- List Motivators
- Consider Emotions
- Determine Communication Vehicles
- Recruit Champions

The screenshot shows a web form for supporting a project. The form is titled "Support a [redacted]" and includes a navigation menu with "Support" selected. The main text reads: "Sign your name to support a vibrant Warehouse District and important this project is to our local quality of life!". Below this is a section titled "I support the building of the [redacted] which will:" followed by a bulleted list of benefits: "Welcome new residents living, working, and playing here", "Enhance neighborhood safety", "Support area businesses", "Contribute to the local economy", "Put an empty lot back in commerce", "Improve the housing market", "Increase pedestrian traffic", "Create jobs", and "Adhere to the City's new Master Plan". At the bottom, there are two input fields: "Email address" and "Enter First & Last Name".





CONSIDER SCENARIOS

- Consider Effects of Your Actions
- Develop Alternative Scenarios
- Choose the Winning Approach





DEVELOP PLAN

- Solidify Your Position
- Create Protocols
- Be Proactive
- Choose Tactics
- Chart Timeline
- Manage Expectations





DEVELOP PLAN

SOLIDIFY YOUR POSITION



Decide your stance



Anticipate what will be heard



Make it right



Know your messages





DEVELOP PLAN

TACTICS: MEDIA RELATIONS

DO:

- SHARE ACCURATE INFO
- ENGAGE WITH MEDIA
- TRAIN SPOKESPERSONS
- CONFER WITH OTHER DEPARTMENTS
- BUY TIME WHEN NECESSARY
- BRIDGE

DON'T:

- AVOID MEDIA
- TREAT MEDIA LIKE THE ENEMY
- WAIT FOR THE QUESTION
- RELY ON STATEMENTS
- MAKE A MOUNTAIN OUT OF A MOLEHILL
- LIE





IMPLEMENT

- Be Precise
- Be Nimble
- Deliver Results





ASSESS

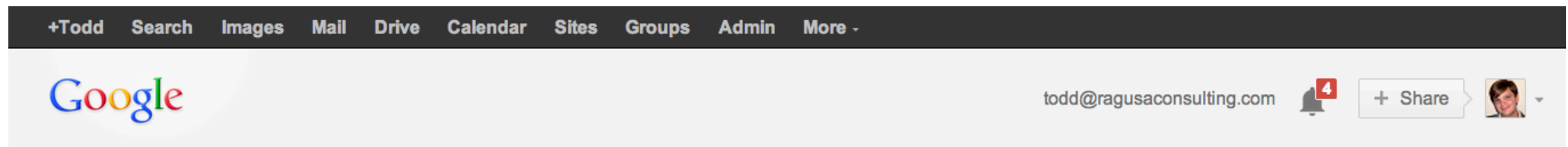
- Review Tactics
- Ramp Up Monitoring
- Establish and Track Metrics
- Address Crisis Tracks (SEO)





ASSESS

RAMP UP MONITORING



Alerts

Search query:

Result type:

How often:

How many:

Deliver to:

[CREATE ALERT](#) [Manage your alerts](#)

Monitor the Web for interesting new content

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your queries.

Enter a search query you wish to monitor. You will see a preview of the type of results you'll receive. Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams



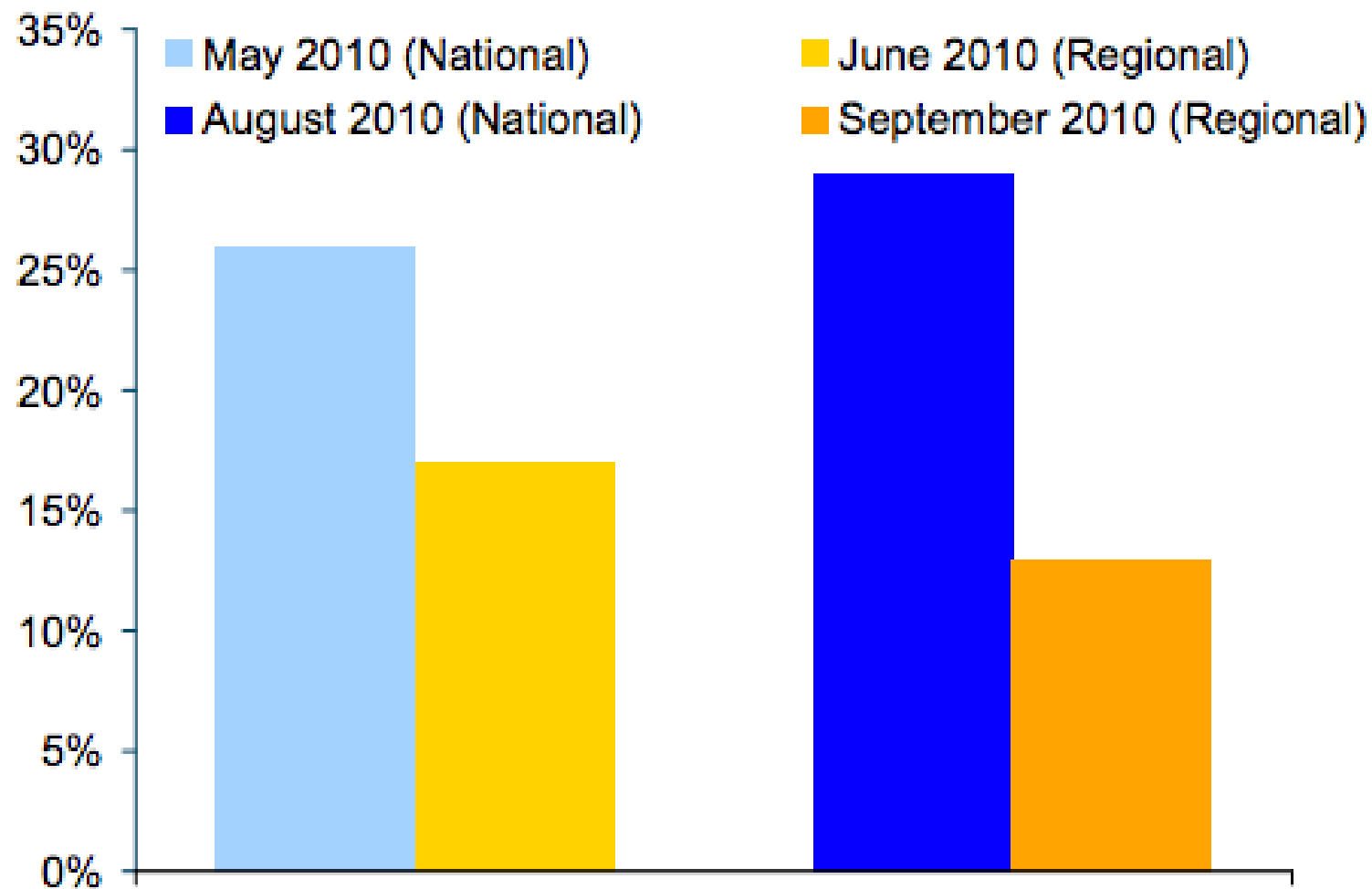


ASSESS

ESTABLISH AND TRACK METRICS

Cancelled/postponed trips after oil spill

% of respondents with plans to visit Louisiana prior to oil spill



Source : MDRG/Louisiana Office of Tourism



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ESTABLISH AND TRACK METRICS

Polluted perceptions were projected to cost the coastal region up to **\$22.7 billion** in tourism dollars over three years.





ASSESS

ESTABLISH AND TRACK METRICS

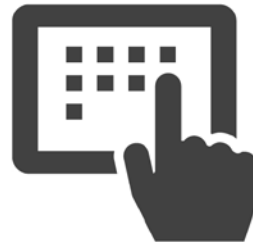
PERCEPTIONS length of effects
IMPROVED extent of devastation
seafood contamination

Tourism visitor #s and spending UP –
expected to surpass pre-Katrina #s in 2014





MOCK CRISIS



Develop a crisis management plan to address an employee blog post that is **threatening** your CEO's reputation and organization's brand.



CRISIS RESPONSE

