



PR News
YOUR CRISIS
COMMUNICATIONS
DREAM TEAM

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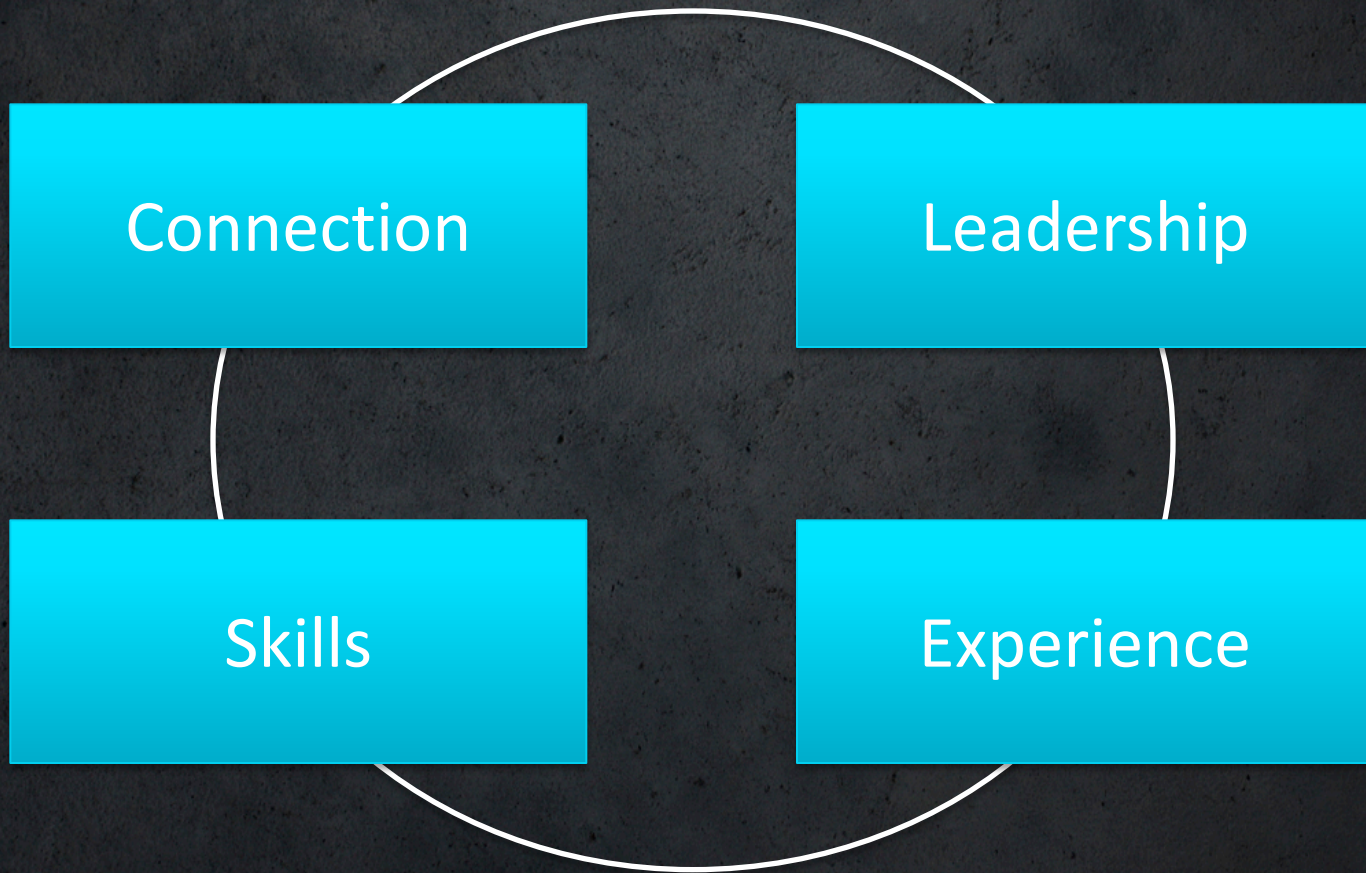


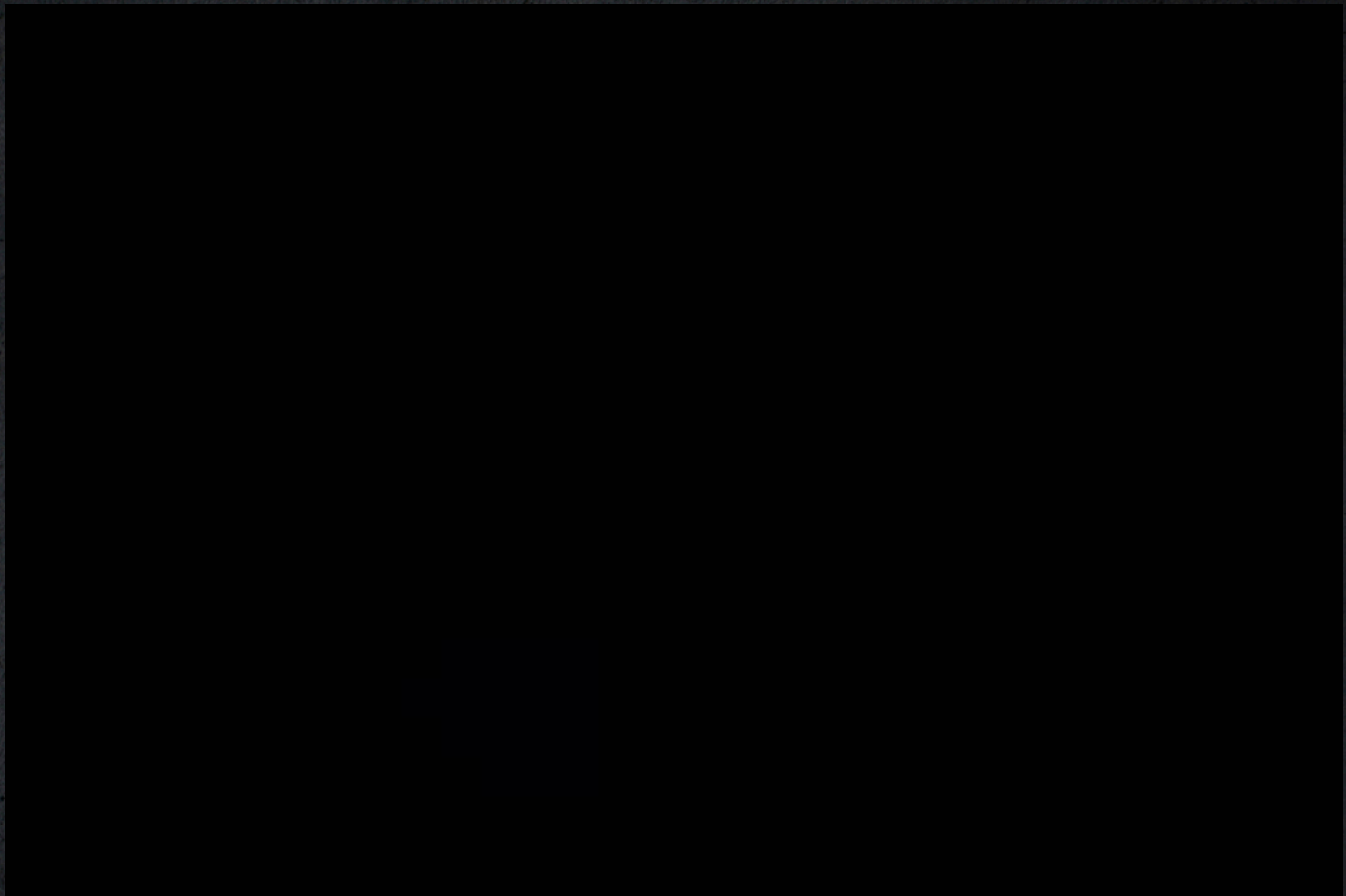
What We'll Cover

- Essential elements to consider
- Identifying and recruiting members
- Conducting a vulnerability audit
- Conducting a crisis exercise



Essential Elements





Case Study

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Immediate Steps Taken

1. Tore up existing crisis plan
2. Assembled a new team to function for 48 hours
3. Hired external experts to explain tactics
4. Rewrote plan to prepare for a new threat
5. Chair appointed by CEO to make immediate decisions
6. Auxiliary assigned to advise CEO



Identifying and Recruiting Your Crisis Team



Identifying and Recruiting

Analyze

1. What type of crisis are you facing?
2. If none, prepare likelihood scenarios
3. Evaluate leadership structure and approvals process

Ask

- Who will lead the team?
- Should it be your CEO or someone assigned to represent?
- What divisions/teams will play a central role?
- Who will represent comms/pr?
- Is an auxiliary member needed?



Case Example

1. Chair appointed by CEO
2. Chief Technology Officer
3. Chief Talent Officer
4. Internal Legal Counsel
5. Director of Communications
6. Auxiliary



Vulnerability Audit



- ✓ Identify all external channels and owners
- ✓ Rank your business priorities by importance
- ✓ Determine potential exposure
- ✓ Ask your tech team to monitor access and potential risk areas
- ✓ Develop your plan B



Case Example

1. Prepared for all social channels to be taken over
2. The web site to suffer a denial-of-service attack
3. Exposure of stakeholder data to the public
4. Prepared public statements
5. Developed new channels to launch on crisis
6. Kept staff informed daily



Conducting a Crisis Exercise



Why?

1. Ensure successful response
2. Changes cultural mindset
3. Experience changes capabilities
4. Discover what is not working
5. Litmus test for your dream team

How?

- Activation
- Briefing
- Simulation

Cool Schools



Global Superpower

The unique International Baccalaureate program sparks both admiration and controversy.

By Fran Smith

Last January, President George W. Bush lauded the program as a model for boosting student achievement in science and math. One month later, a school district in Pennsylvania tried to abolish it after several board members complained about its costs and its philosophy.

After decades of operating quietly on the margins of education, the International Baccalaureate program has leaped into the limelight, sparking the controversy and confusion that inevitably accompany innovation. Is IB the best way to improve the nation's schools, as supporters claim? Or is it an elitist fad at best—and perhaps anathema to American values, as some critics contend?

"The program focuses on getting kids to think deeply about disciplines and about learning and about themselves," says David Weiss, president of the Guild of International Baccalaureate Schools of the Northeast and assistant superintendent of

PAUL GAZDAR

Case Study

(The One We Prepared For)



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