



Managing Intense Media Scrutiny in a Crisis

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Sudden Crises

Usually offer NO warning signs

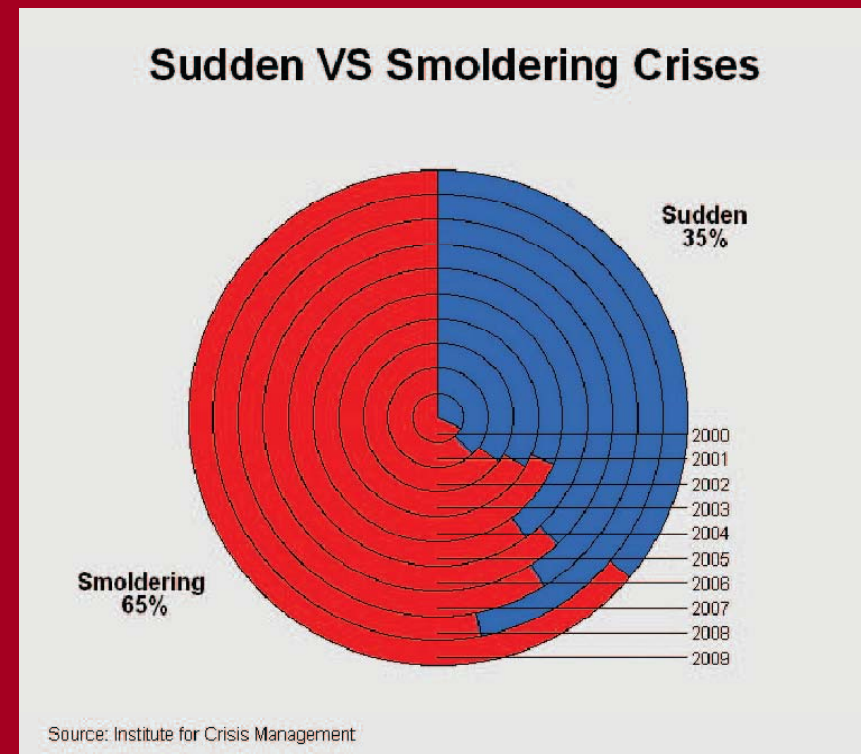
- Natural disaster
- Terrorist attack
- Accident or death at workplace or event
- Factory or refinery fire or explosion

Simmering Crises

Usually offer warning signs & time to plan

Major business crises in the news - 2009

- White collar crime
- Mismanagement
- Casualty accidents
- Defects and recalls
- Labor disputes



Sudden crises – management judged by how they handled the crisis

Simmering crises – management judged by the actions that led to the crisis

With good planning, the crisis may be averted or minimized

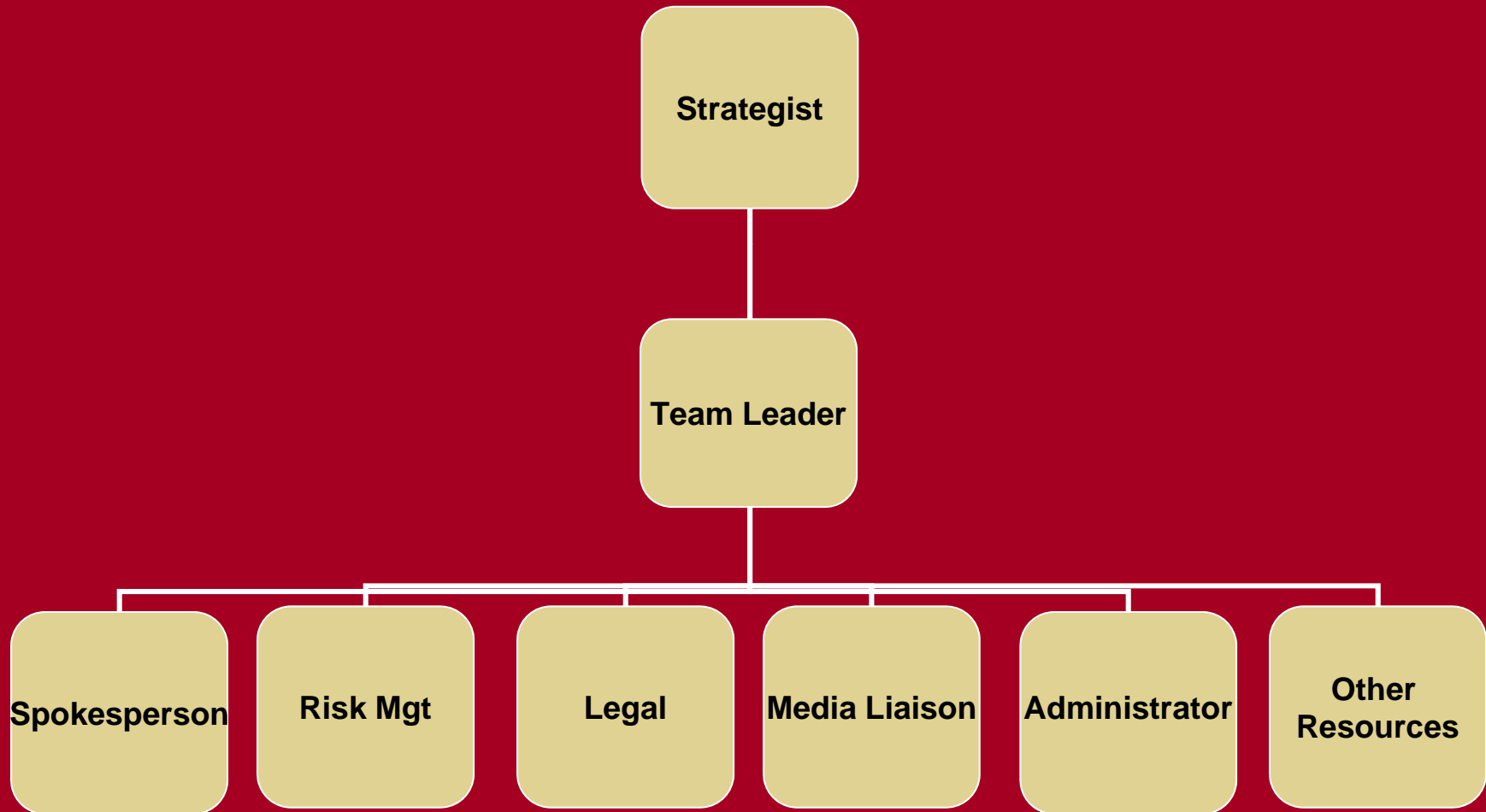
Three Phases of a Crisis

- **Phase 1:** Crisis hits – media scrambles for information. Highest risk of rumors and misinformation.
- **Phase 2:** Intense focus on crisis and management's response
- **Phase 3:** Recovery - media interest wanes

Crisis Plan Elements

- Form a crisis communications team
- Set internal media policy
- Conduct media training for spokespersons
- Identify key audiences
 - Who to contact in the first critical hours
- Evaluate communications vulnerabilities
 - Recommendations: “dark” website, social media, hotlines, more

Crisis Communications Team



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Sample Media Policy

From time to time YOUR ORGANIZATION may receive calls or visits from the news media. Do not answer questions by reporters. Refer all reporters to your general manager.

Say,

“I am not an authorized spokesperson for YOUR ORGANIZATION. Please contact AUTHORIZED SPOKESPERSON at PHONE NUMBER, EMAIL ADDRESS”

Hard news



Blogs



Wire services



Analysis



News Cycle

About the Presenter



Joan Gladstone, APR, Fellow PRSA is one of the most experienced crisis communications consultants in Southern California.

Joan and her team:

- prepare crisis communications plans to anticipate and manage issues and crises
- offer 24/7 counseling, speechwriting, message development and media relations
- conduct on-camera media training to help executives prepare for tough media interviews, website and YouTube video broadcasts

For more information, contact Joan at jgladstone@gladstonepr.com or (949) 633-9900 or visit www.gladstonepr.com.