



REASSURE!



THE CHRONICLE

of Higher Education

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May 4, 2007

Wanted: Crisis President

By PAUL FAIN

Colleges turn to leaders who can deal with mayhem and the media

Rick Amme
& ASSOCIATES

THE CHRONICLE

of Higher Education

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1. **“Crisis management continues to grow in importance among the skills (wanted)”**
2. **“Media savvy is often lacking in new presidents”**
3. **“Colleges should be able to move as fast as corporations, the military and other big institutions”**





NIU RESPONSE TIMELINE

- 3:06 Shooting begins, police called
- 3:06:29 Two campus officers arrive
- 3:07:59 Eight more arrive
- 3:20 Campus alert
- 3:40 Campuses and classes closed
- 3:50 Shooting confirmed, don't come
- 4:10 Scene secure, hotline number
- 4:14 Danger passed





The Minute-by-Minute Milestones of Flight 1549

3:29 (+0:00): Flight 1549 goes down in the Hudson River — aircraft is an Airbus A320.

3:30 (+0:01): Content related to Flight 1549 first appears on Twitter.

3:31 (+0:02): Fox News, MSNBC, CNN and other mainstream networks break from regular programming.

3:35 (+0:06): Initial AP coverage crosses the wire.

3:38 (+0:09): First blog coverage — a compilation of AP story, ABC-TV/NY1 excerpts and CNN.com/NY1 screen grabs — appears on BrooklynVegan.com.





SPEED



Bank





John Bachman

Jovita Moore

NEWS CENTER



Speed

1. “Crisis Management is common sense at lightning speed.”
2. General MacArthur...
“Too Late!”
3. Patton: “A good plan...”
4. Most crises smolder.
5. What is the “truth?”





The
This
are
keep
keep
keep
keep

time to hide
This is one of the best
are not protected
keep your customers
in this quiet
keep your customers
in this quiet
keep your customers
in this quiet





S.F. Zoo Official Overstated Height of Tiger Enclosure's Walls

The sheer wall was 12 1/2 feet high, not 18 feet as stated after fatal attack Tuesday.

By Charles Piller and Tim Reiterman, Los Angeles Times Staff Writers

December 28, 2007

SAN FRANCISCO -- -- The director of the San Francisco Zoo said Thursday that he had overstated the height of the sheer wall in the tiger grotto -- and that the tiger that killed a teenage visitor...





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twitter

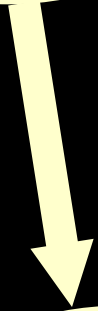




Crisis Team



Crisis Team



Traditional Media

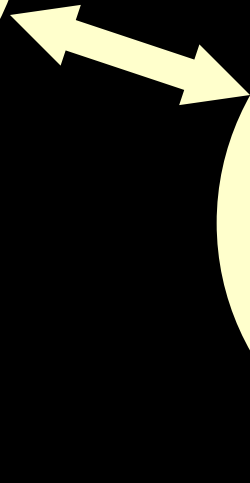


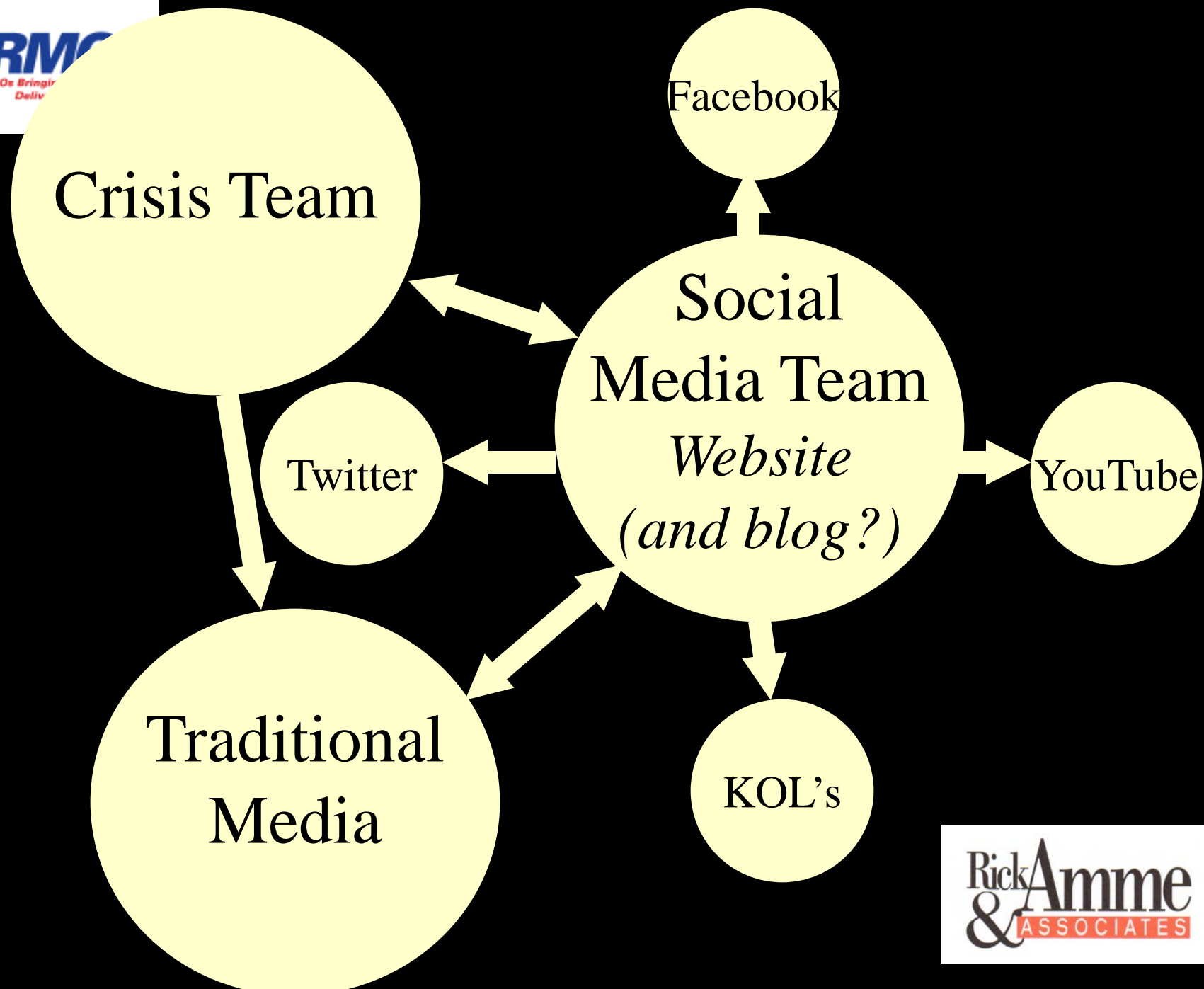


Crisis Team

Social
Media Team
*Website
(and blog?)*

Traditional
Media







Social Media Minimums

- 1. Be active on social media sites**
- 2. Identify key online opinion leaders and establish a relationship**
- 3. Monitor the Internet 24/7**



So When & How Do You Respond to Social Media Attacks?





AIR FORCE BLOG ASSESSMENT

AIR FORCE PUBLIC AFFAIRS AGENCY - EMERGING TECHNOLOGY DIVISION

ASSESSMENT

BLOG POSTING

Has someone discovered a blog post about your organization?
Is it a positive posting?

YES

NO

CONTACT INFORMATION

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Ballston, VA 22203
Tel: 703-696-1158
E-mail: David.Faggard@pentagon.af.mil
Blog: www.airforcelive.blogspot.com

EVALUATE

CONCURRENCE

A factual and well cited response, which may agree or disagree with the post, yet is not negative.

You can concur with the post, let stand or provide a positive review.

Do you want to respond?

NO

YES

LET POST STAND
Let the blog post stand -- no response.

"TROLLS"
Is this a site dedicated to bashing and degrading others?

NO

YES

MONITOR ONLY

Avoid responding to specific posts, monitor the site for relevant information and comments.

"RAGER"
Is the posting a rant, rage, joke, ridicule or satirical in nature?

NO

"MISGUIDED"
Are there erroneous facts in the posting?

YES

FIX THE FACTS

Respond with factual information directly on comment board.
(See 5 Blog Response Considerations below).

NO

"UNHAPPY CUSTOMER"
Is the posting a result of a negative experience from one of our Stakeholders?

YES

RESTORATION

Rectify the situation, respond and act upon a reasonable solution.
(See 5 Blog Response Considerations below).

RESPOND

SHARE SUCCESS

Proactively share your story and your mission with the blog.
(See 5 Blog Response Considerations below).

YES

FINAL EVALUATION

Base response on present circumstances, site influence and stakeholders prominence.
Will you respond?

YES

YES

BLOG RESPONSE CONSIDERATIONS

TRANSPARENCY

Disclose your Air Force connection.

SOURCING

Cite your sources by including hyperlinks, video, images or other references.

TIMELINESS

Take time to create good responses, from a few hours to a day.

TONE

Respond in a tone that reflects highly on the rich history of the Air Force.

INFLUENCE

Focus on the most influential blogs related to the Air Force.





Public Comment “Rule of Thumb”

1. Pro & Con – okay
2. Only Con - bad



Online Response Extremes

Case 1 – Unleash the lawyers

Case 2 – Let the fans defend





Avoid anonymous online responses

1. You're trackable
2. Transparency & credibility count
3. It's high-risk



So When & How Do You Respond to Social Media Attacks?





PRINCIPLES



Crisis Management

**Primary Goal – Do the
Right Thing, and Say
the Right Thing to the
Media...**



Crisis Management

...and to Internal
Audiences









Crisis Management Principles

- I. Take care of the victims or perceived victims.
(The victim is where the story is.)**
- II. Fix the problem. (When did you learn about it, and what did you do about it?)**
- III. Notify stakeholders of your actions (Act fast and do not use the media in most cases.)**
- IV. Acknowledge the situation to the media quickly and provide information (Strive to respond in the first story).**



Crisis Management Principles

V. Rehearse critical press interviews.

VI. Don't make it worse.

VII. Get it over with.

VIII. Tell the Truth.

IX. REASSURE!

**X. Follow your crisis communications
plan.**

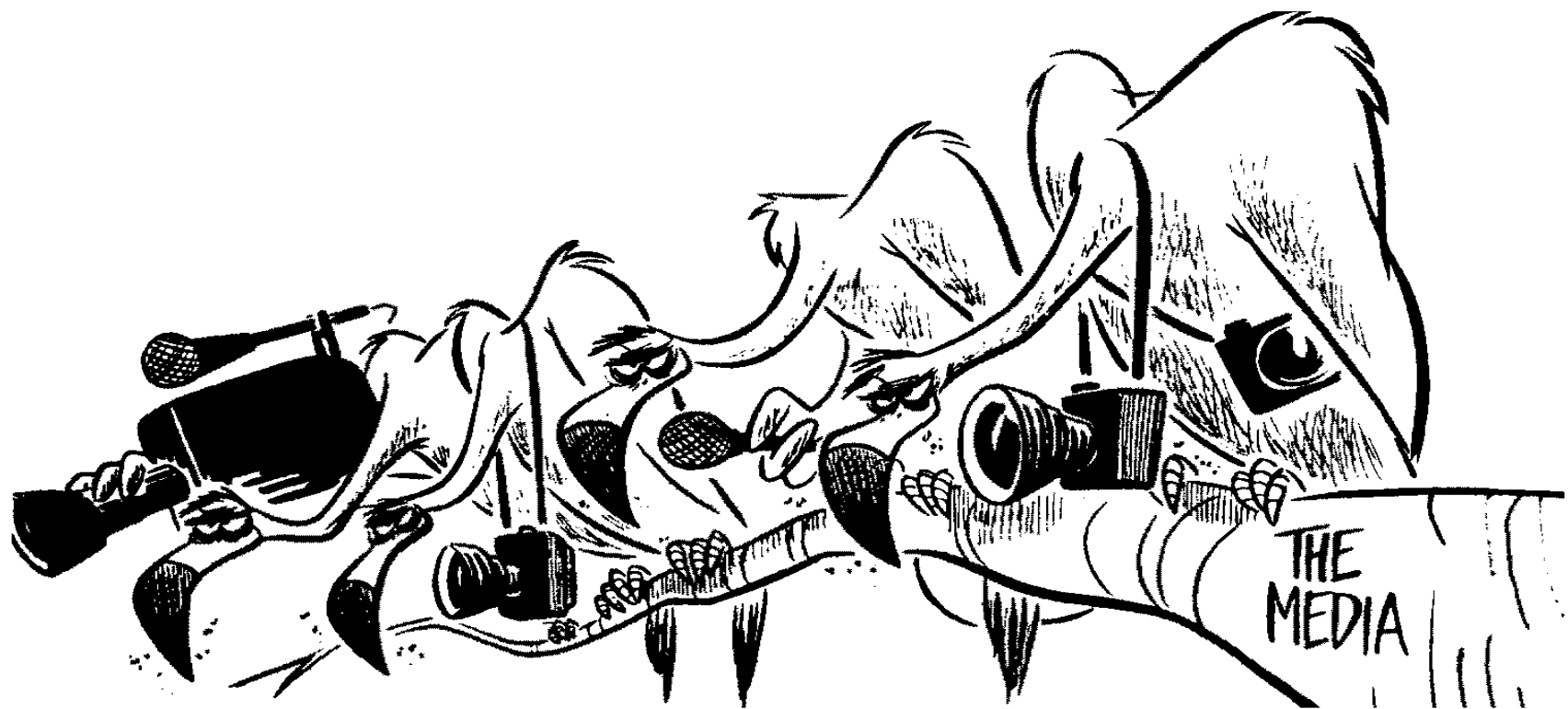




Catholic Church







THE

TV BUSINESS

IS A CRUEL AND SHALLOW
MONEY TRENCH, A LONG
PLASTIC HALLWAY WHERE
THIEVES AND PIMPS RUN FREE,
AND GOOD MEN DIE
LIKE DOGS.

THERE'S ALSO A NEGATIVE SIDE.





Dunkin Donuts





Rick Amme
& ASSOCIATES



Why is there conflict with reporters?

1. Your role with the news media...

Make Department look good.

2. News is...

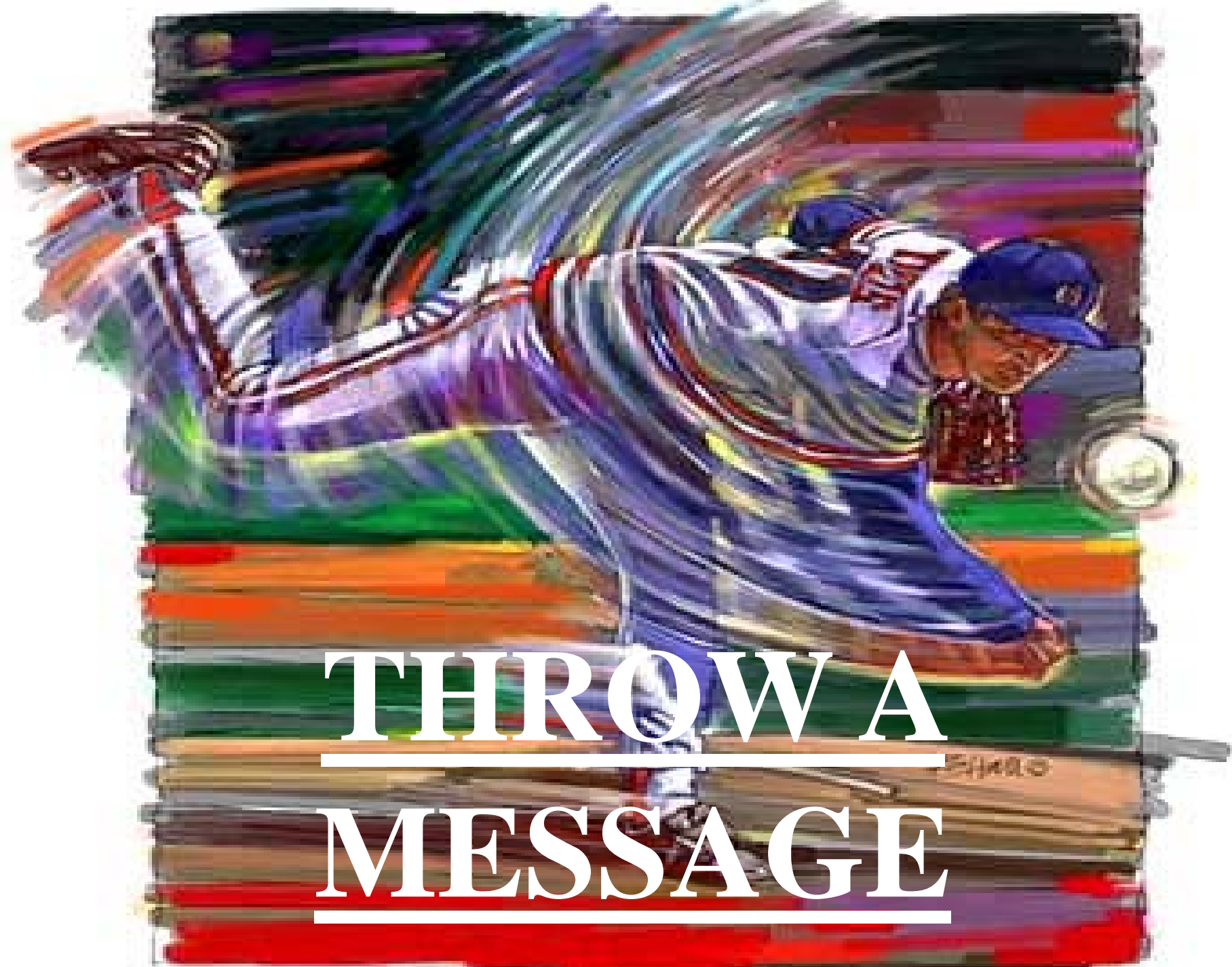
The abnormal

**3. Reporters distinguish
themselves by...**

Being first

DON'T CATCH
SPEARS...





THROW A
MESSAGE



3 Great Messages

- 1. Express regret/concern**
- 2. Order an investigation**
- 3. Intend to fix problems discovered, if any**



Duke







Expect Uncertainty





Adapt

Rick Amme
& ASSOCIATES



REASSURE!

