



Glenola plant shut after 2nd evacuation

Associated Press

GLENOLA — A Randolph County foam operation was shut down for a second time in two years Wednesday after about 100 families left their homes to avoid breathing possibly hazardous chemicals.

Health Director Ron Levine issued an order of abatement Wednesday to close the foam and fiber plants until further notice. Further testing must be completed to isolate the problem, Dr. Levine said.

The plants will remain closed until Trinity can show "the facilities can operate without creating a public health nuisance," the order



Bottom Line for Crisis Preparedness

1. Set up a Crisis Team
2. Write a Crisis Plan
3. Know...



CRISIS PRINCIPLES

Crisis Management

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

Crisis Management

...and Internal Audiences

75%



Bankruptcy

Bank



John Bachman

Jovita Moore

ACTIVE NEWS



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**CRISIS
PRINCIPLES**

Crisis Management

Principles

**I. Take care of the victims or perceived victims.
(The victim is where the story is.)**



Crisis Management

Principles

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(The victim is where the story is.)**
- II. Fix the problem. (When did you learn about it, and what did you do about it?)**

Ex-teacher Arrested in Sex Case

*He hands himself over after being accused of having a
relationship with girl student, 14*

Crisis Management

Principles

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- III. Notify stakeholders of your actions. (Act fast and do not use the media in most cases.)**

Crisis Management

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- 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.

Letterman's gambit helped him control the conversation

By Fraser P. Seitel



Crisis Management Principles

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VII. Get it over with.

VIII. Tell the Truth.

IX. REASSURE!

Crisis Management Principles

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IX. REASSURE!

X. Follow your crisis management plan.



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.

3:46 (+0:17): CNBC reports: “The company, according to Reuters, says that they were unaware as of just moments ago of any incident involving any of their aircrafts and are investigating.”

twit
share photos on twitter



**“OMG
earthquake!”**

Tweets reached New York
40 secs before the tremors



SPEED

Speed

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



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...

Mock Interviews

Scenario 1 – One week ago, your company fired black supervisor Roger Bailey. Bailey was the third minority supervisor dismissed within the last 12 months, with the others being Bill Dawson and Mike Phillips. While the company believes Dawson and Phillips were clearly derelict in their duties, managers believe Bailey's dismissal was a "close call." All three men complain to local NAACP President Jim Green that it is racial injustice. Green calls a press conference outside your offices with the dismissed men, supporting their claims of discrimination, demanding a meeting with you, and insisting your company reconsider its actions. A reporter asks you for comment.

Scenario 2 - Employee Harold Angel, the ex-boyfriend of female employee Meredith Martin, brings a pistol to work at your company. In a rage, Angel opens fire on another male employee, Jack McLean, who had been dating his former girlfriend. The shooting kills McLean and critically wounds nearby manager John Davis before Angel is wrestled to the ground. Police and reporters are told by distraught employees that Angel had been threatening violence for weeks, that employees had warned management of it and that their concerns were ignored. A reporter comes to you for comment.

Critique



COMMUNICATION

DON'T CATCH
SPEARS...





THROW A
MESSAGE

3-Step Model

- 1. Prepare a set of messages of value to both company & audience.**
- 2. Prepare a set of Q&A's**
- 3. Prepare to satisfy questions and steer the interview back to your messages**

3 Useful Messages

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

See page 21 for
More Interview
Insights

Google

IS WATCHING
YOU

**Your Reputation is Page One
of Google**

Why S.M. Matter

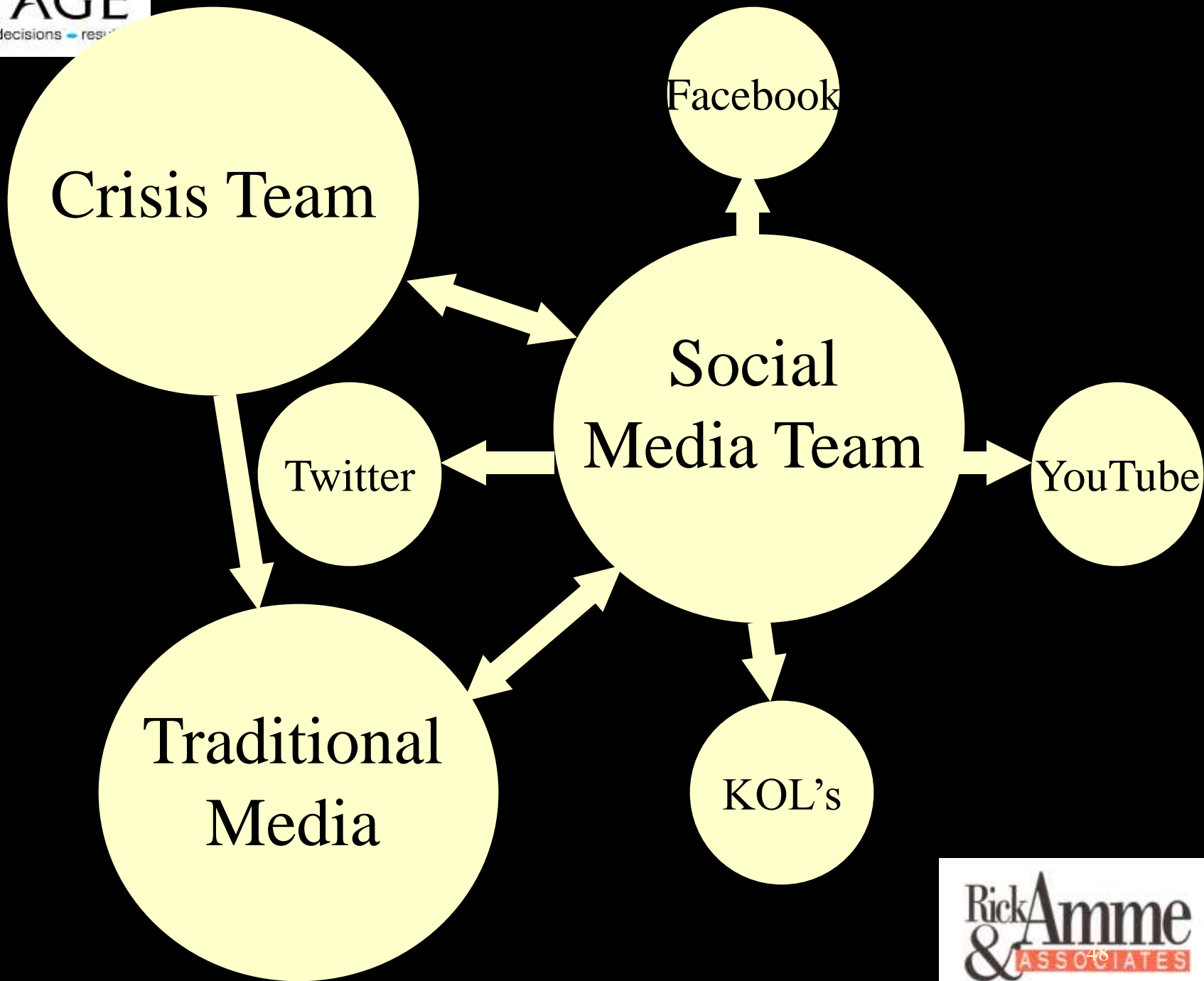
- 1. 80% of contacted Twitter complainers were pleased they were contacted**
- 2. 75% of contacted customers were satisfied with the response**
- 3. 71% of offending companies didn't contact complainers on Twitter**

Sandy



S.M. Minimums

- 1. Be there**
- 2. Establish relationships
with online opinion leaders**
- 3. Monitor the Internet 24/7**



When to Respond to Social Media Attacks?

AIR FORCE WEB POSTING RESPONSE ASSESSMENT
AIR FORCE PUBLIC AFFAIRS AGENCY — EMERGING TECHNOLOGY DIVISION

DISCOVER

YES

WEB POSTING

Has someone discovered a post about the organization?
Is it positive or balanced?

Produced by Air Force Public Affairs Agency. This product is public domain and may be used freely.

NO

EVALUATE

CONCURRENCE

A factual and well-cited response, which may agree or disagree with the post, yet is not factually erroneous, a rant or rage, bashing or negative in nature.
You can concur with the post, let stand or provide a positive review.
Do you want to respond?

NO

LET STAND

Let the post stand—no response.

YES

"TROLLS"

Is this a site dedicated to bashing and degrading others?

NO

YES

MONITOR ONLY

Avoid responding to specific posts, monitor sites for relevant information and comments. Notify HQ.

"RAGER"

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

NO

"MISGUIDED"

Are there erroneous facts in the posting?

YES

FIX THE FACTS

Do you wish to respond with factual information directly on the comment board?

YES

NO

"UNHAPPY CUSTOMER"

Is the posting a result of a negative experience?

YES

RESTORATION

Do you wish to rectify the situation and act upon a reasonable solution?

RESPOND

SHARE SUCCESS

Do you wish to proactively share your story and your mission?

FINAL EVALUATION

Write response for current circumstances only.
Will you respond?

YES

RESPONSE CONSIDERATIONS

TRANSPARENCY

Disclose your Air Force connection.

SOURCING

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

TIMELINESS

Take time to create good responses. Don't rush.

TOPE

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

INFLUENCE

Focus on the most used sites related to the Air Force.

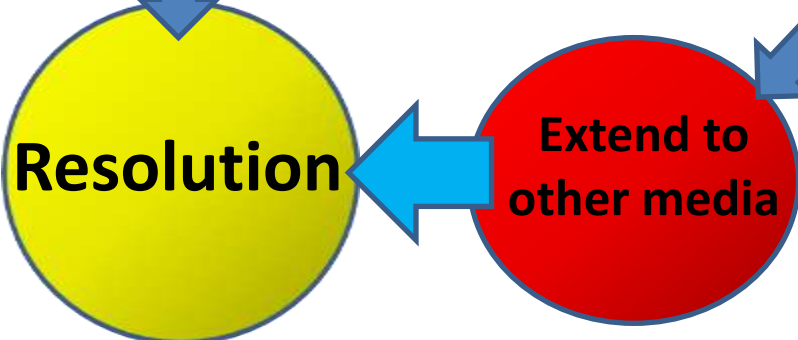
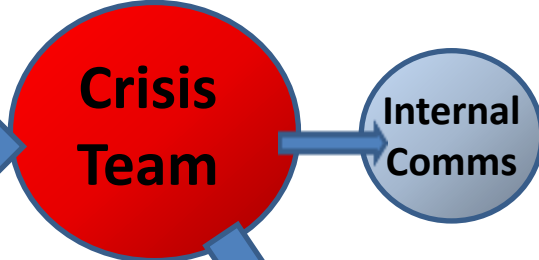
How Do You Respond to Social Media Attacks?

Monitor/Evaluate Social Media 24/7



COMPLAINT

CRISIS



See page 18
Social Media
Details

Jill

Team Exercise

Team Scenarios

- **Draft 3 Key Messages**
- **Draft 3 Worst-case Q&A's**

*Scenarios
Revisited*

Report Out

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Expect Uncertainty



Adapt



Good Judgment

Duke

