



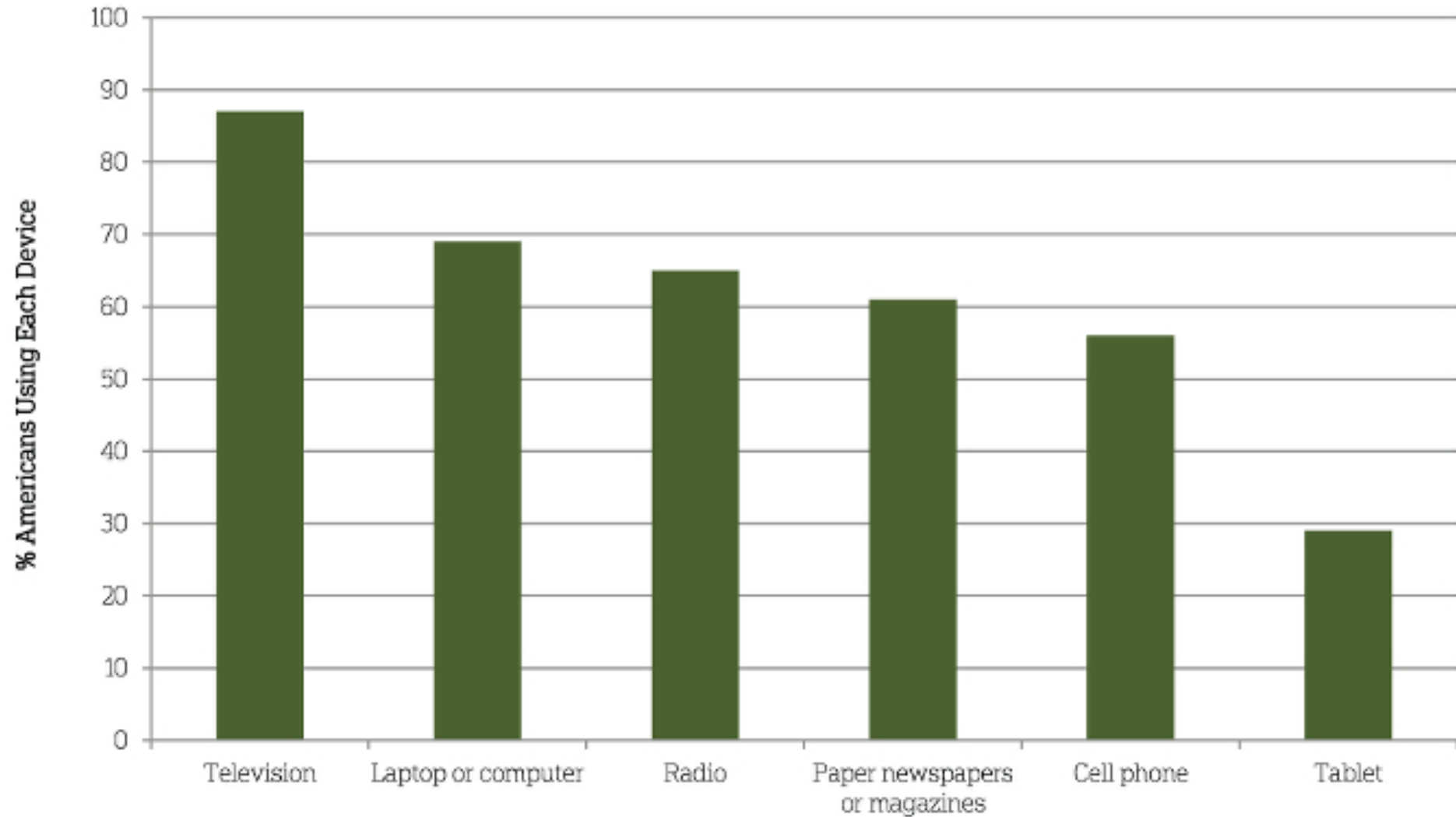
CRISIS COMMUNICATIONS





"I'm doing super, but Clark Kent can't find a newspaper that's hiring."

HOW WE GET OUR NEWS



Source: American Press Institute, 2014

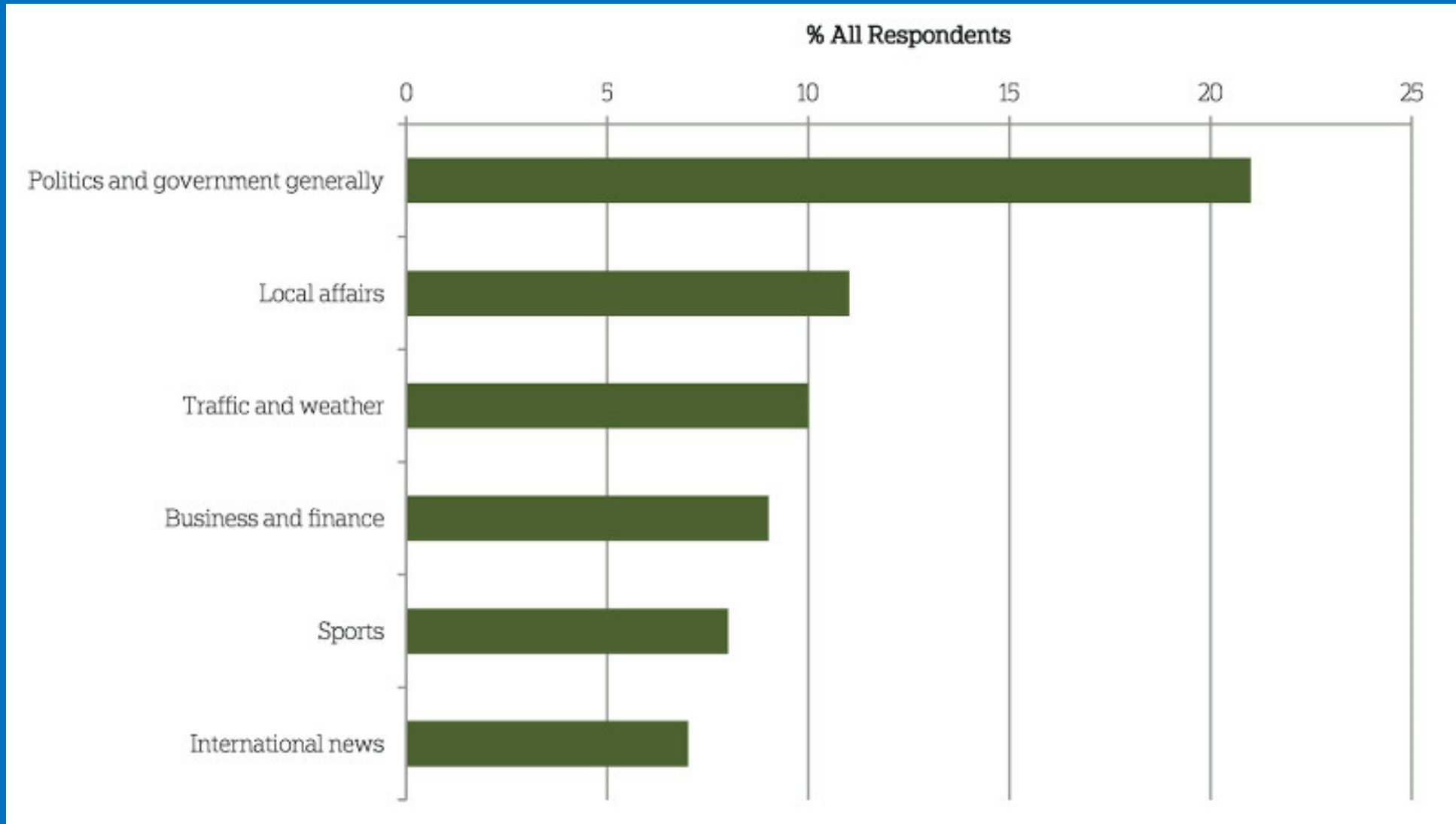
NEWS PEOPLE USE

Topic	% Who Follow News on This Topic			
	18-29	30-39	40-59	60 and older
Traffic and weather	71	93	81	95*
Environment and natural disasters	69	78	74	87*
Your local town or city	57	77	79	83
National government and politics	57	79	73	79*
Business and the economy	62	67	69	80
Crime and public safety	64	68	62	80
Foreign or international issues	59	78	63	79*
Health and medicine	62	57	68	69
Schools and education	49	67	66	56
Science and technology	59	69	53	58
Social issues	64	56	51	54
Sports	41	65	41	50
Lifestyle topics	40	48	45	45
Entertainment and celebrities	58	46	28	31
Art and culture	30	35	27	46

TV versus PRINT

Topic	% 24-Hour TV News	% Local TV News Station	% Unspecified TV Station	% Newspapers	% Specialty
Foreign or international issues	31	3	14	13	0
National government and politics	28	7	18	14	0
Social issues	24	10	11	10	0
Business and the economy	21	10	10	15	9
Crime and public safety	12	40	13	17	0
Traffic and weather	1	32	9	3	27
Health and medicine	9	12	12	8	2
Environment and natural disasters	18	12	23	10	3
Your local town or city	1	30	9	37	0
Art and culture	2	6	6	28	7
Schools and education	7	20	11	21	0
Sports	3	18	13	10	38
Entertainment and celebrities	2	8	10	4	22
Science and technology	9	5	6	9	10
Lifestyle topics	3	2	7	13	14

NEWS PEOPLE CARE ABOUT



LOCAL NEWSPAPERS

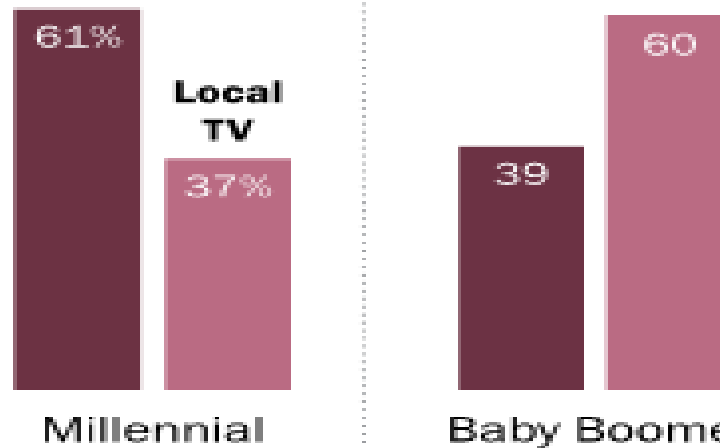
- About Two-thirds (67%) of residents in small U.S. communities in the United States read local newspapers ranging from 1 to 7 days a week, according to the National Newspaper Association (NNA) in September and November 2013.
- Local was defined as 15,000 and under

MILLENNIALS

Millennials and Baby Boomers: A Generational Divide in Sources Relied on for Political News

% who got news about politics and government in the previous week from...

Facebook



American Trends Panel (wave 1). Survey conducted March 19-April 29, 2014. Q22, Q24A. Based on online adults.

PEW RESEARCH CENTER

FACEBOOK

- **Changed their algorithms: Harder to get organic content to gain traction**
- **Instant Article: NO more linking to the website**
- **Shares**
 - **Future frontier of persuasion**
- **What does it mean?**
 - **Engaging Content**
 - **Relevant and timely**
 - **Delivered quickly**

BEFORE THE STORM

- Education: Talk to reporters, workshops, source cultivation.
- Social media: Have someone well-versed in social media posting and engaged.
- Find a compelling story.
- Who is your target audience/where are they getting their news?



PREPARATION for CRISIS

- **Dark" crisis page for your website.** It can be turned on in a crisis. It should include an information phone number for the company, local emergency numbers, and links to the company's social media accounts for updates.
- **Identify potential crisis scenarios.**
Pipeline explosions, earthquakes, spills, labor issues, worst scenario you can think of.
- **Create a Plan for a Crisis.**
Who is main spokesperson? If you need a higher-up, who will that be and who will prep her or him? Channels of communications in order of importance?

ALL HELL BREAKS LOOSE

- **Start Twitter and Facebook updates immediately.** Include links to "dark" web page. Use appropriate hashtags.
- **Text/email as many employees as possible at once.** Do this with updated information including the links above. They will spread important information to their friends and family.
- **•Get your official company statement out ASAP.** Do it right away, even if the company only has a few details on the crisis. Safety precautions are underway, investigation will start as soon as possible, etc.
- **Message:** Clear, consistent, accurate. Tap into ex-journalists to figure out what the fifth day story is. Consult your government affairs team – who is going to try and capitalize on it? Who can you count on?

NO ONE GOES ROGUE. NO ONE.



ALL HELL BREAKS LOOSE

- Up Front
- Accessible and responsive
- Empathetic
- Apologize as often as necessary
- Engaged
- Tell the truth
- Tell the truth
- Tell the truth



CHIPOTLE

- When health officials in Seattle and Portland told the company they were investigating 20 E. coli cases, Chipotle proactively decided to temporarily shut down 43 restaurants in Oregon and Washington — far more than were thought to be connected to the problem.
- It also kept the public informed. On November 3, the Denver-based chain released a statement detailing all it had done to combat the crisis, including sanitizing those restaurants. A week later, it put out another release saying it would re-open the restaurants and smartly repeating what it had done to address the problem. On Dec. 10, founder Steve Ells went on the *Today* show and nailed it by providing information and apologizing to those who got sick. And he apologized in full-page newspaper ads.

What if policy/the facts aren't enough?



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