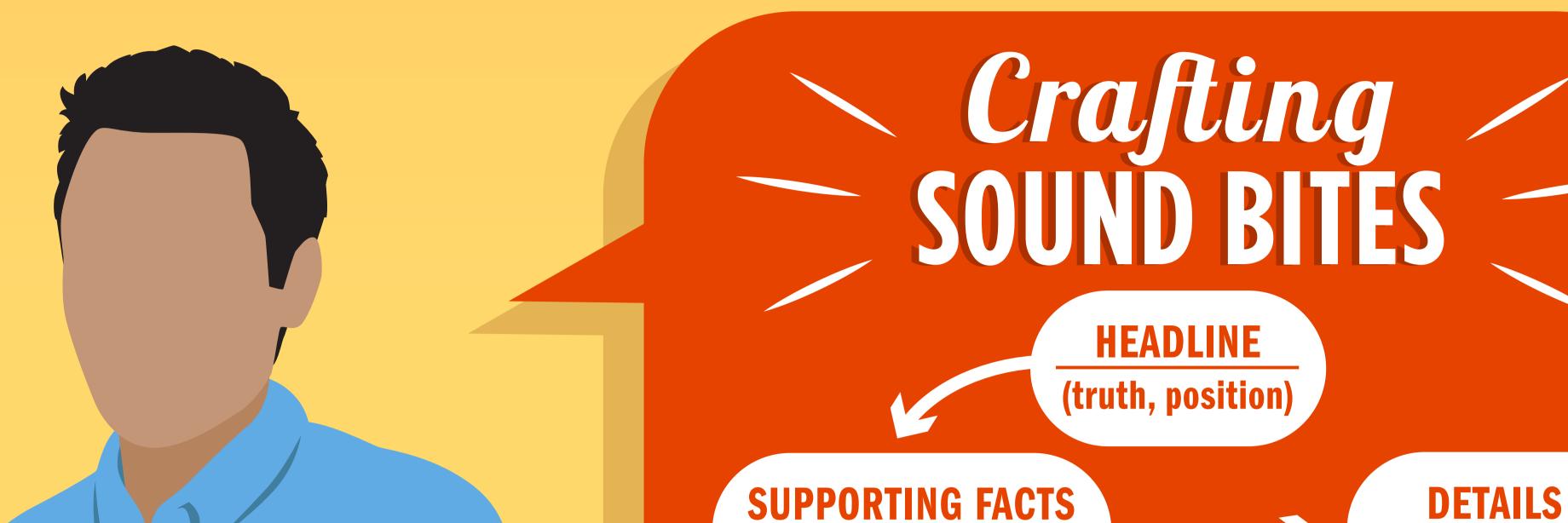
### FINEMANPR))

# MEDIA TRAINING

Sound Bites | Tips And Tricks | Communicating In A Crisis



- Designate spokesperson/s
- Develop key messages
- Anticipate tough questions and prepare answers
  - Practice and fine tune



(context, evidence)

#### EXAMPLE

(explanation)

- Q: Why did student X get seriously injured under your watch?
- A: We sincerely regret this accident, and our thoughts are with student X as he/she recovers. Student safety is our top priority (headline). This is the first time that something like this has happened in the 10 years that we have offered this course (context). The accident occurred... (details).

# ---AVOID---INTERVIEW ---TRAPS----

- Hypothetical
- A or B dilemma or multiple choice
- Cast-iron guarantee (Example: Can you guarantee your students' safety from now on?)
- False premise (Example: Why aren't your trips always conducted in safe areas?)
- Leading (Example: So you're saying that you're not responsible for injuries that occur during your trips?)
- Irrelevant issue

## COMMUNICATIONS PRIORITIES

When a crisis is imminent, always

do a PANTCHEK.—

You don't want to get "caught with your pants down" in a crisis.

Public welfare is the first priority.

All bad news out at once.

No blame, no speculation, no repeating of charges.

Tell your side of the story, first and with facts, or Take responsibility if you are in the wrong.

Care and concern for affected audiences.

High-level organization spokesperson must be accessible and responsive.

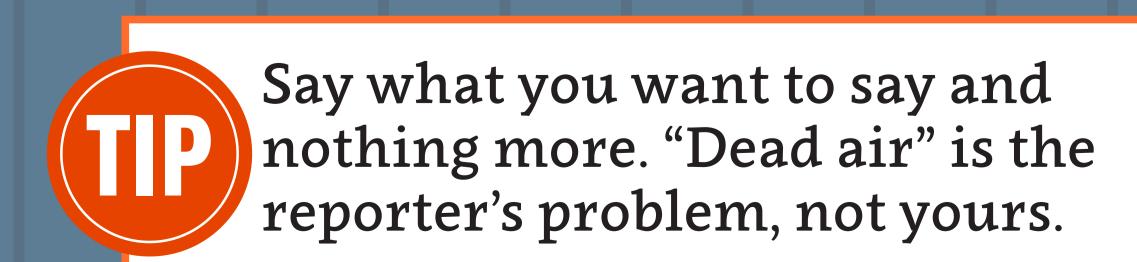
Ensure measures are in place to decrease future risk.

Keep separate plan for moving ahead.

# COMMUNICATING THE MESSAGE

#### INTERVIEW DO'S

- Tell the truth and be genuine
- Listen carefully to the entire question
- Be concise
- Correct mistakes on the spot



#### INTERVIEW DONT'S

- Don't repeat the charge
- Don't ramble or fill the silence
- Don't fake an answer
- Don't say "no comment"
- Don't lose your cool
- Don't forget to take off the microphone



Don't use sarcasm. Tone rarely translates.