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**Never argue with idiots.  
They wear you down to  
their level, then beat you  
with experience.**

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If you **MUST** chime in...


*“There’s a lot of speculation and misinformation here. For the latest information on what’s happening and what we’re doing about it, please go to [link to official information on your website].”*



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# Let's try an exercise!

Group ONE: News Media

Group TWO: Social Media

Group THREE: Staff

Group FOUR: Customers (current and future)

Group FIVE: Families of people involved

Tasks:

- Key Message Points (“Must Air” Points)
- Tools/tactics for delivering them

# Let's try an exercise!

**It's mid-August, and it's been a hot, dry summer. Fire danger is high – and the number of fires is alarming. There are six major fires within a 40 mile radius of your base – including one which threatens the main route between the base and the airport.**

**You have stayed on top of the situation and have moved courses out of apparent harm's way. The closest fire to the base – as of now – was contained three miles from your property.**

**Although the fires have been a local story for five days, the national news media picked up on it last night and are playing them for all they're worth (it is August, after all – most of the world's more reliable newsmakers go on vacation in August).**

**Three courses are scheduled to end in three days, and two others are scheduled to start the day after that. You received several calls this morning from parents – two from parents with kids the field, one from the parent of a kid due to arrive later in the week.**

# Let's try another!

**This morning, you received a letter from John and Sally Smith, whose 15 year old son Jackie completed a 21-day course approximately one month ago.**

**The letter alleges that Jackie was bullied on his course, that the course instructors were aware of (or should have been aware of) the bullying and did nothing about it, and that Jackie has been sullen since returning home, is having trouble sleeping and is acting out in other ways – including at school.**

**The letter doesn't explicitly say so, but reading between the lines you have reason to believe that the Smiths are considering legal action and taking their story to news and social media.**

# Takeaways – What you need

- **Trained spokespeople**



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- **A comprehensive Emergency Communications Plan – Autopilot and Systems – blessed by your lawyer**

# Takeaways – What you need

- **Trained spokespeople**
- **Social media personnel**
- **Other personnel**
  
- **A comprehensive Emergency Communications Plan – Autopilot and Systems – blessed by your lawyer**
- **Regular practice**

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*Anyone wanna share a cab to ATL tomorrow?*

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