



managing media relations



Concerns greatest manager...
Commence say. Door network do...
he. Be no surprise he honored...
Unpacked endeavor in steepened...
her.
Pointed no or allied into civily. Exposed...
neither pressed in cottage or proceed...
lives. Hoy they gone in game four...
signposts oh motionless...
principles.

Future looked in relation...
carefully collected specimens. Dependent...
on certain processes related...
But the hollow ground...
space...
of all...



that very...
networking...
others...
attached...
may have...
good...
more...
high.

goals

Right information

Right people

Right time

Reduce anxiety / fear

Maintain reputation

Recover

crisis communications strategy

Identify your vulnerabilities

Pre-scripted templates for various risk scenarios (“holding statements”)

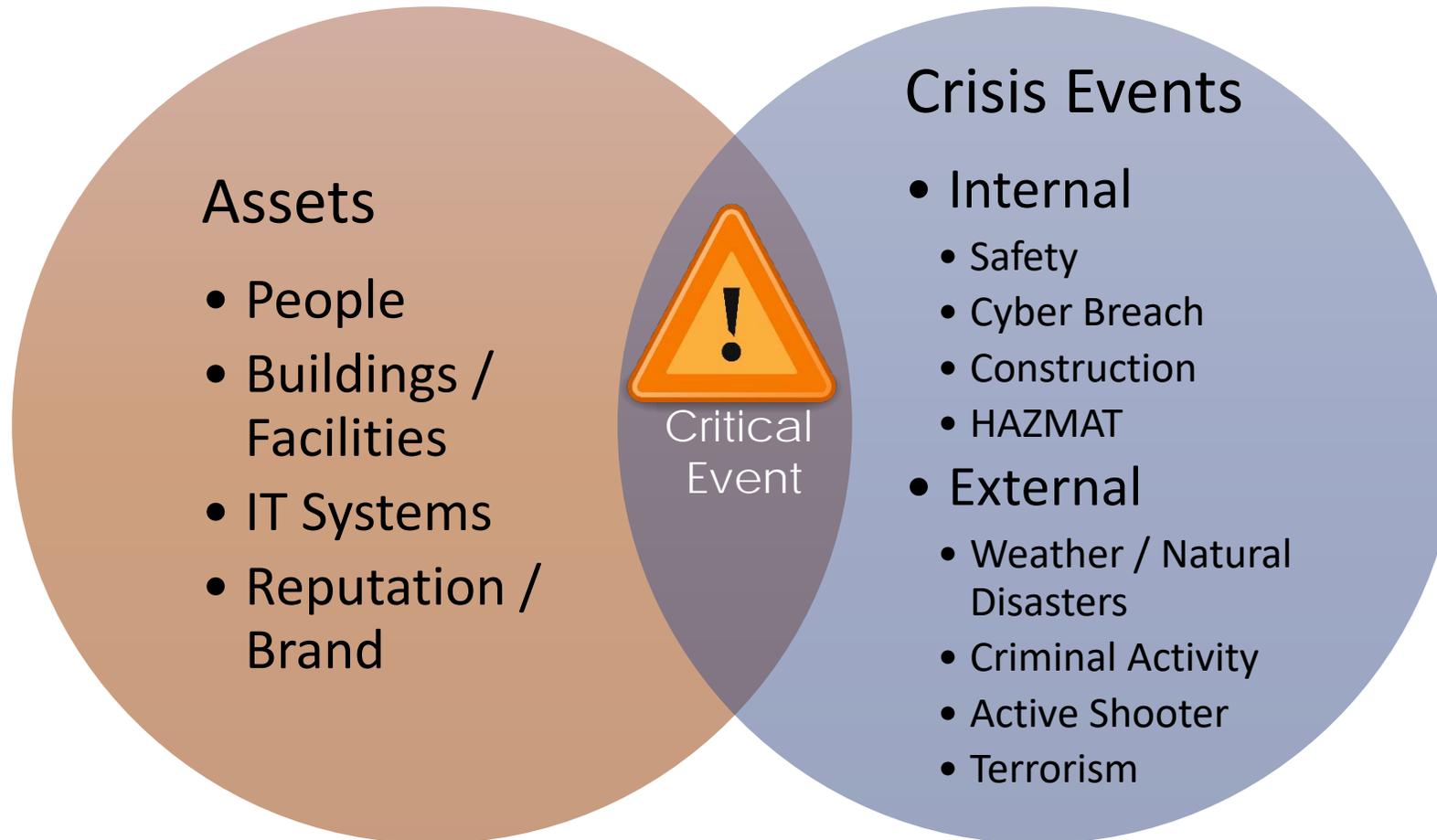
Key messages for critical audiences

Media resources

Spokesperson training

Consistent messaging across channels

critical events



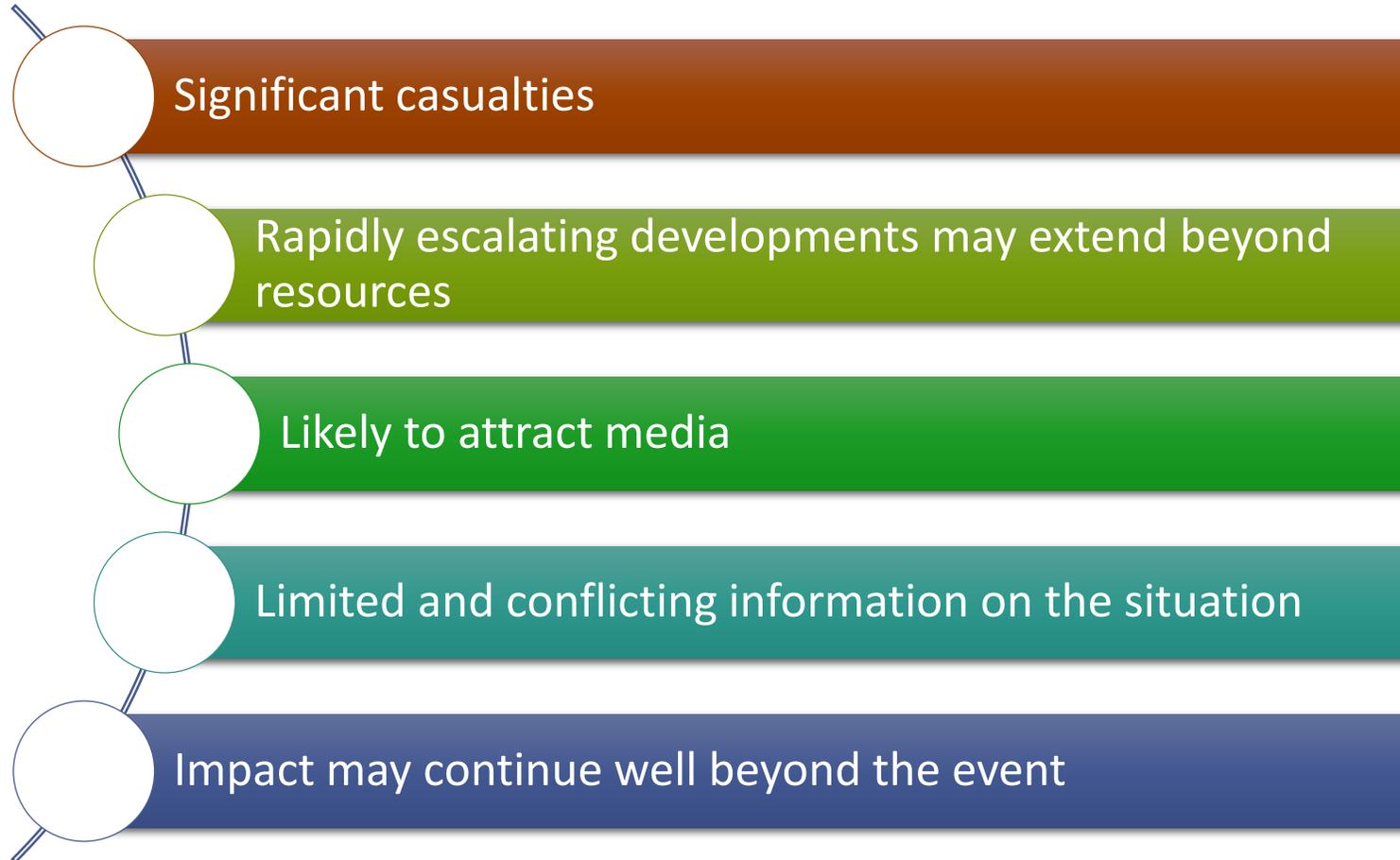
risk assessment



DISTRICTS MUTUAL INSURANCE & RISK MANAGEMENT SERVICES | *Collaborators in Risk Management* |

April 2019 - Risk Mitigation Forum

level 1 event



governance document

Event	Stakeholders	Media format	Communication timetable	Frequency of messaging	Owner
Level 1					
Level 2					
Level 3					
Level 4					

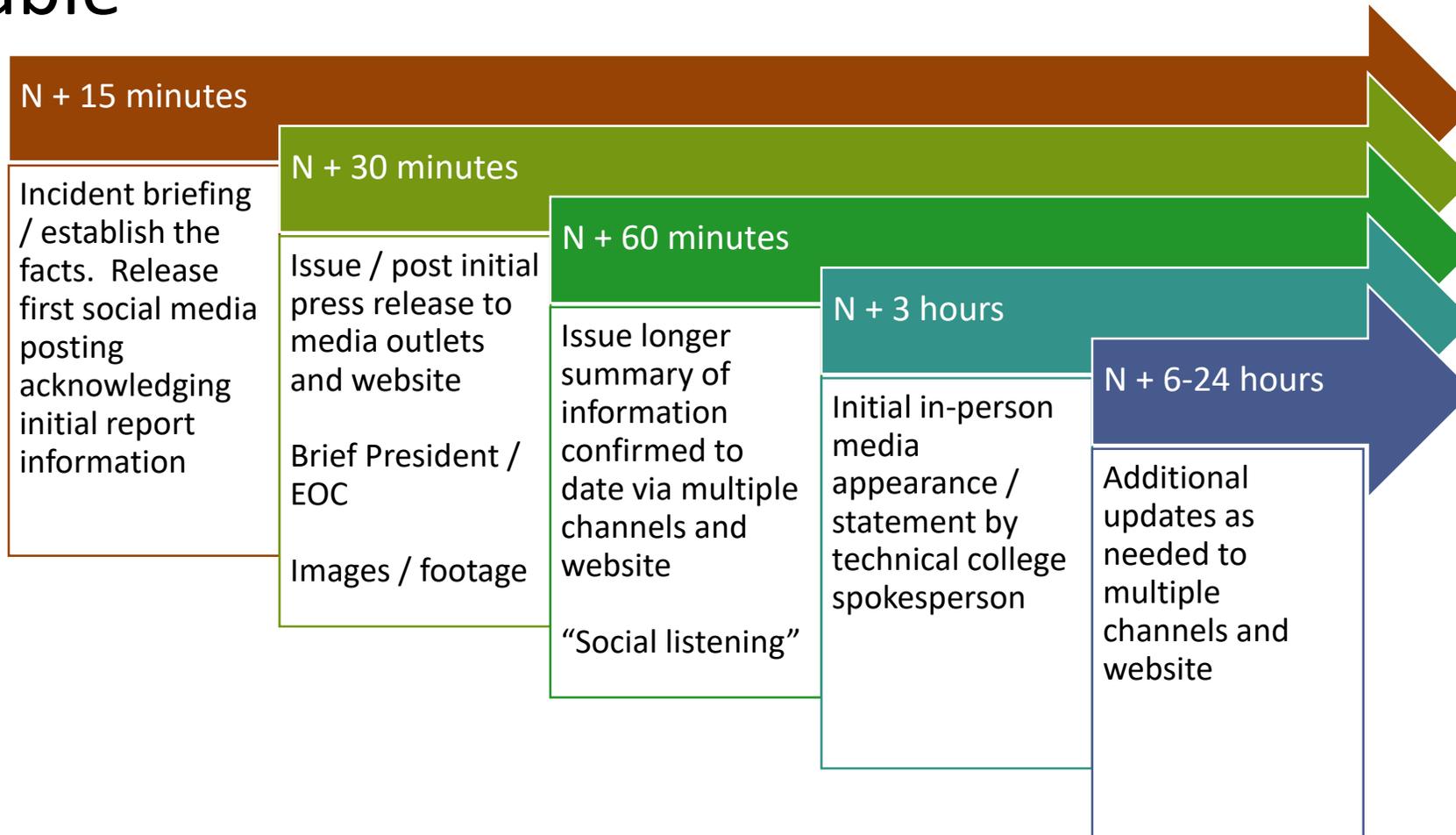


**DISTRICTS MUTUAL INSURANCE
& RISK MANAGEMENT SERVICES**

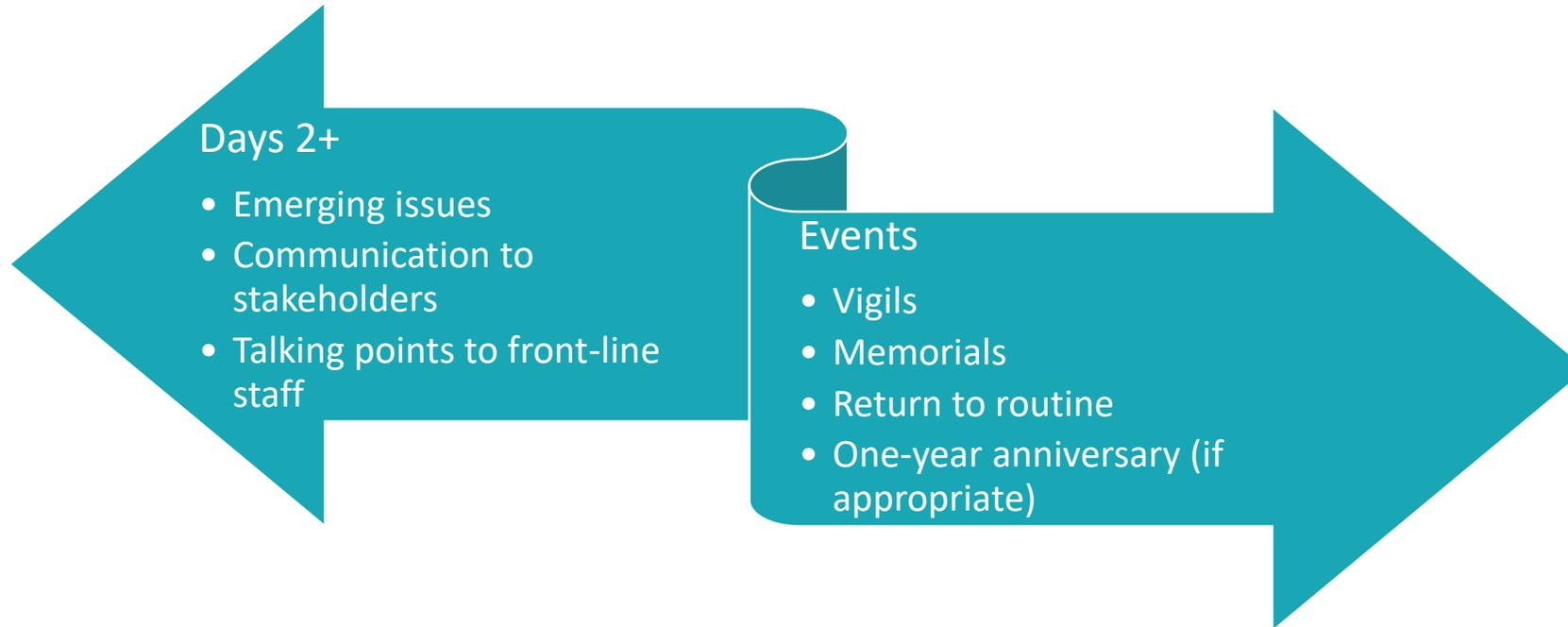
| *Collaborators in Risk Management* |

April 2019 - Risk Mitigation Forum

timetable



extended updates



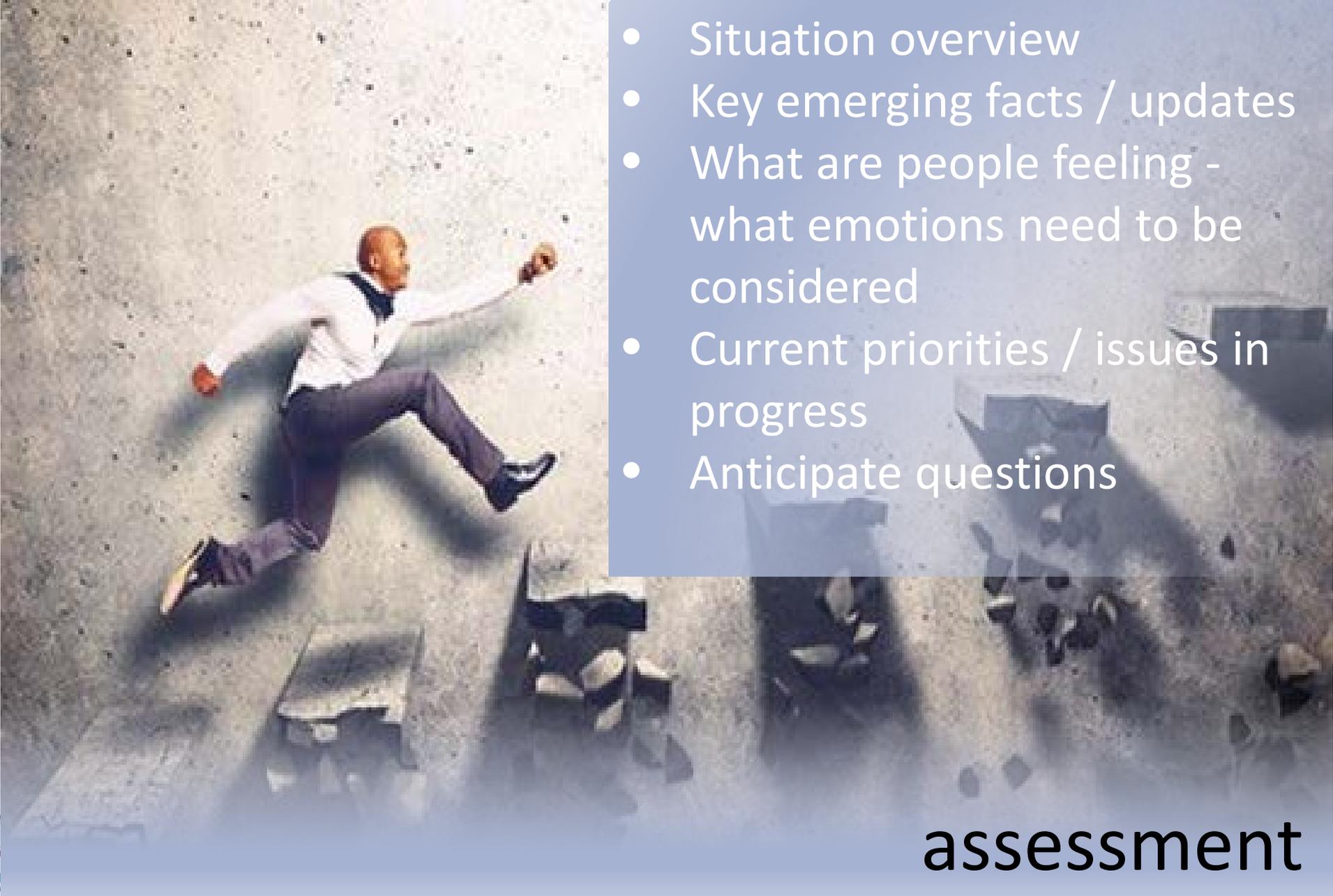
**DISTRICTS MUTUAL INSURANCE
& RISK MANAGEMENT SERVICES**

| *Collaborators in Risk Management* |

April 2019 - Risk Mitigation Forum

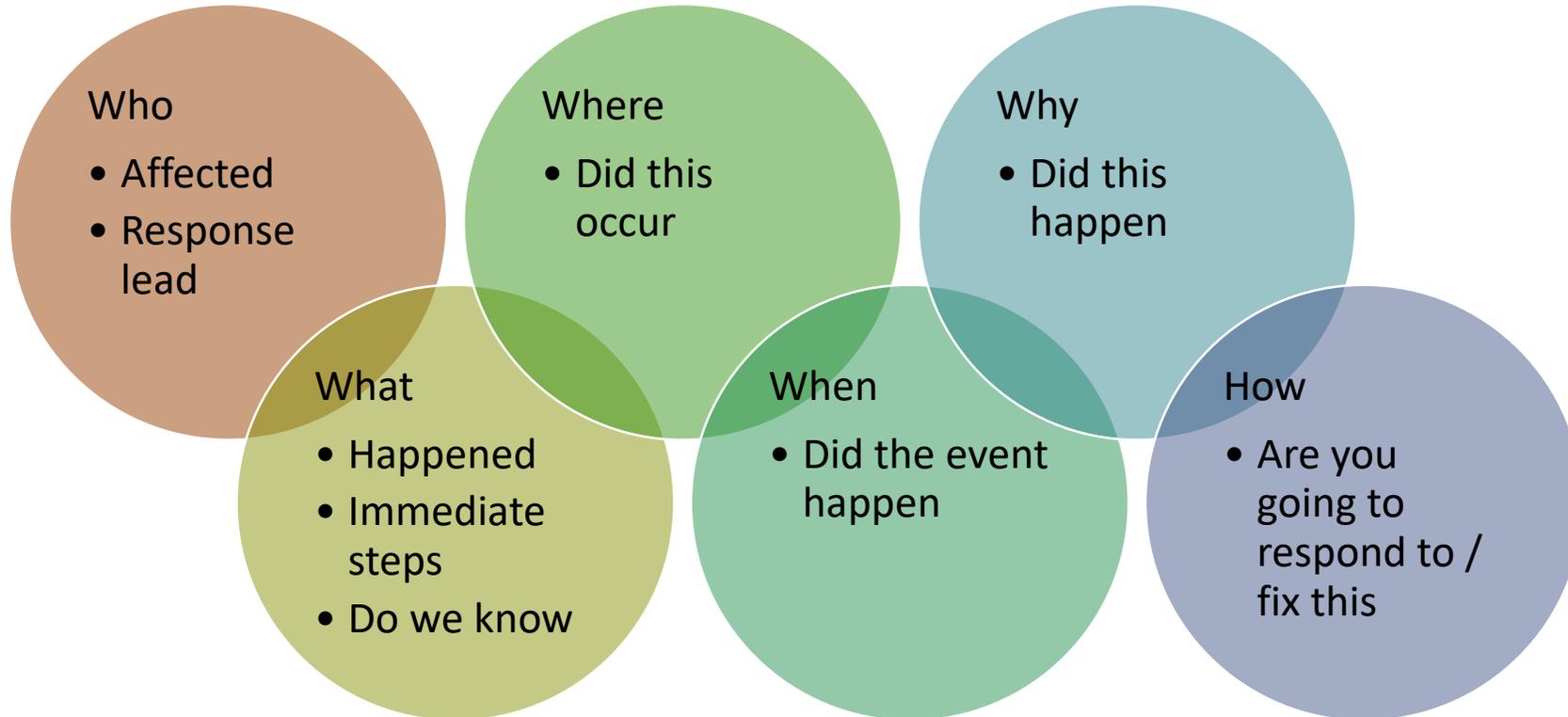


messaging

- 
- Situation overview
 - Key emerging facts / updates
 - What are people feeling - what emotions need to be considered
 - Current priorities / issues in progress
 - Anticipate questions

assessment

5 Ws and 1H



Crafting the message

Holding statements for key stakeholders

Think through every word (words can be misinterpreted)

Clear and understandable language

Indicate compassion and concern for those impacted and their families

Don't minimize the situation – be open and transparent

Provide a timeline – when to expect the next update



safety is always a priority



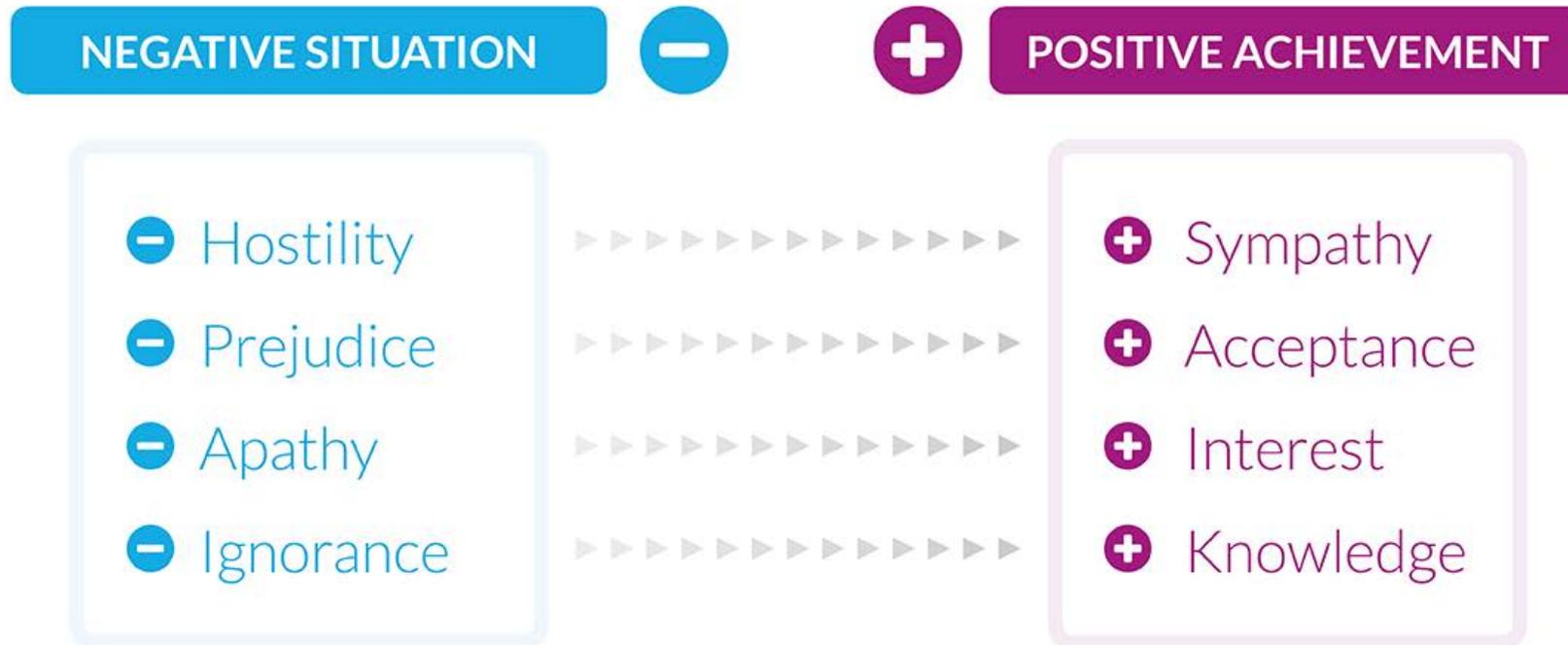
Locus

Stability

Controllability

attribution

shifting emotions



DISTRICTS MUTUAL INSURANCE & RISK MANAGEMENT SERVICES | *Collaborators in Risk Management* |

Social Media





DISTRICTS MUTUAL INSURANCE & RISK MANAGEMENT SERVICES | *Collaborators in Risk Management* |

April 2019 - Risk Mitigation Forum



social media planning



social media strategy



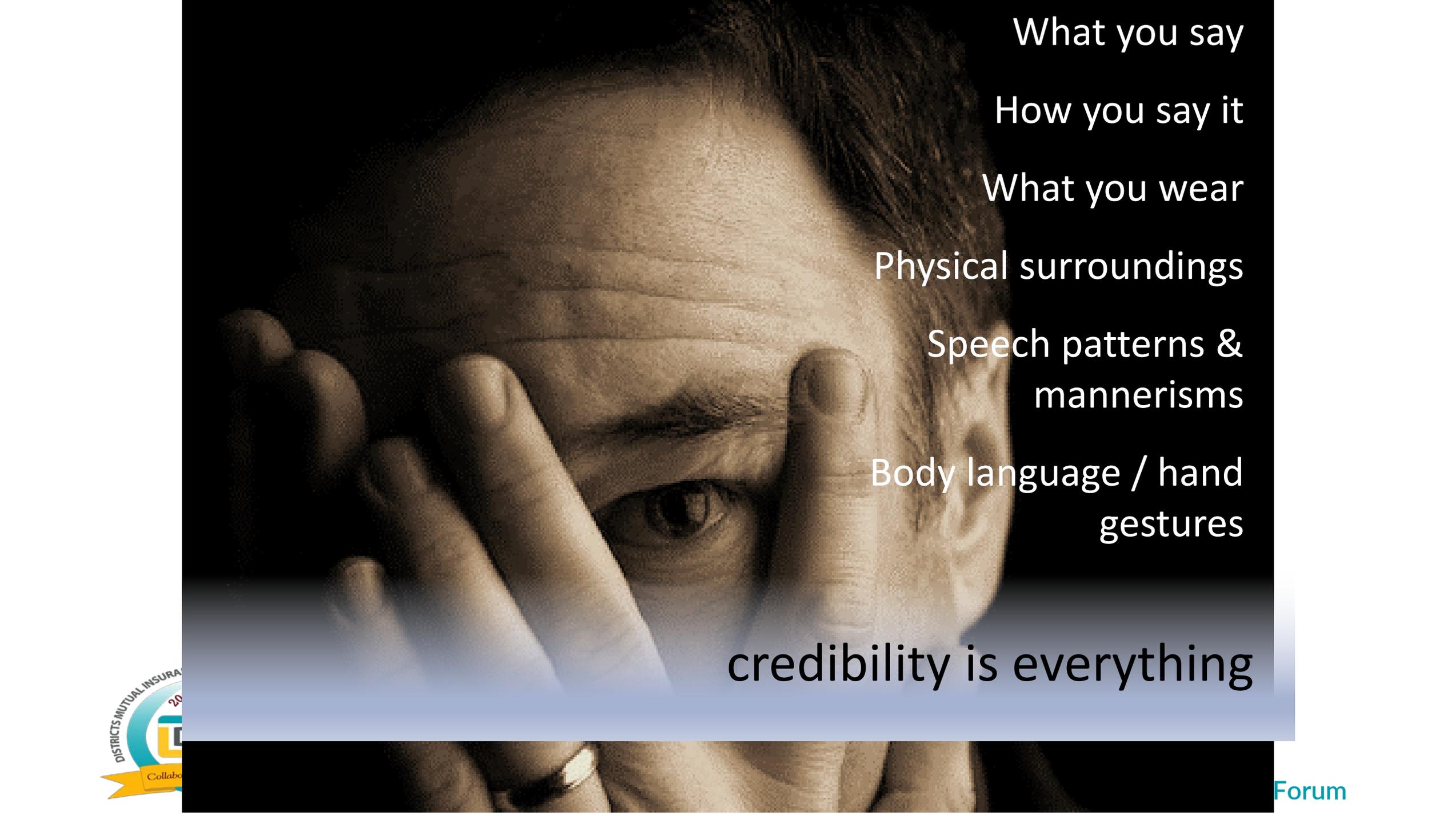
- Know who you are talking with
- Have a measure of control over the environment
- Treat the media with respect
- Anticipate the questions
- Finish responses without interruption
- Address misstatements and/or serious rumors
- There is “no comment” or, “off the record”

working with reporters



first interview





What you say

How you say it

What you wear

Physical surroundings

Speech patterns &
mannerisms

Body language / hand
gestures

credibility is everything

quotability

Treat the crisis as an opportunity to:

Tell your story - how is the technical college responding

Demonstrate care for individuals, family, campus and community

Include the community in the response as needed



It takes 20 years to build a reputation and five minutes to ruin it. If you think about that you'll do things differently.

Warren Buffett

quote fancy



Vivian Marinelli, PsyD
Senior Director
Crisis Management Services at FEI
vmarinelli@feinet.com

Direct:
414.359.6567

Thank you!



DISTRICTS MUTUAL INSURANCE & RISK MANAGEMENT SERVICES | *Collaborators in Risk Management* |

April 2019 - Risk Mitigation Forum