Handling a Crisis Situation Through Media Training

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ABSTRACT

When an abnormal situation occurs at your facility, management must be prepared, not only to handle the situation itself, but also to effectively communicate with stakeholders. The media is very important vehicle for this communication. However, media coverage can either be a fiasco for public relations or it can be an effective and successful tool to maintain stakeholder support.

Arthur W. Page of the old Bell System said, “Conduct public relations as if the whole company depends on it.” What happens to a company’s image in the aftermath of a crisis is a direct result of how well they are prepared to address the situation and communicate to the media, and how closely the company follows its mission and values.

When an unexpected situation or issue threatens the ability of your company to complete its mission, the company’s crisis management team must meet to determine the severity of the crisis, how to resolve the situation, and how to communicate the status and/or solution to the crisis to its stakeholders through the media. A major part of a company’s ability to navigate through the critical situation is its ability to successfully communicate its message to its stakeholders, frequently through tough questions from the media.

While abnormal situations are unexpected by nature, management can be prepared to handle a potential public relations nightmare beforehand with effective media training.
Marasco Newton Group is a premier environmental and information management consulting firm that has supported public and private sector clients for more than 10 years. We specialize in designing and implementing crisis communication programs for our clients to handle difficult situations while achieving their mission objectives.

In this course, Marasco Newton Group will help management prepare to handle an abnormal situation by addressing the following questions:

- How do you craft a message that addresses a crisis situation while protecting your company’s reputation?
- How do you control potentially bad press coverage and provide a positive spin?
- What are the rules when dealing with the press during a crisis?
- What are the “dos” and “don’ts” when being interviewed by the press?
- Do you recognize that your company’s behavior during a crisis situation is the platform for the company’s future?