



Crisis Communications

EIM Risk Managers Information Meeting

February 25, 2020

95% of CEOs expect to be hit by at least one crisis in the next three years.

- *PwC Global Crisis Survey, 2019*

Main Challenges

Communication with external stakeholders

Quickly gathering information to respond





WV WATER CRISIS

LIVE

GARY SOUTHERN

PRES., FREEDOM INDUSTRIES

Get a Fair Story

- Media is a business.
 - And, media also understands risk and liabilities
- Successful interviews are collaborative
 - Interview the Interviewer
 - Get Organized
 - Media Train and Simulate the Interview
 - Be Polite, Objective and an Active Participant
 - Gratitude is Good!

Get a Fair Story

- BANNED Phrases

 - No comment

 - Unable to comment due to pending litigation

 - Our brief speaks for itself

- Manage the Message

 - Ethics ALWAYS wins over competence

 - Use the ABC technique to bridge to key messages

 - Nonverbal cues speak volumes

Collaboration is Critical

- Silos are deadly
 - Risk Management, Legal, Public Relations, Human Resources and Executive Leadership must all be aligned
- Seek perspective to build consensus
 - External resources contracted and at-the-ready
 - Ensure external teams understand attorney-client privilege and work product doctrine