# Crisis Media Management

This playbook outlines steps for handling media communications during a crisis. It covers techniques for managing inquiries and conducting press briefings to ensure that information is disseminated accurately and in a timely manner.

### Step 1: Preparation

Develop a crisis communication plan that includes specific procedures for media inquiries and press briefings. Identify a spokesperson and ensure they are trained to handle media interactions effectively.

### Step 2: Initial Response

Quickly acknowledge media inquiries without speculating or providing unverified information. Inform them of when they can expect more details.

### Step 3: Information Gathering

Collate all facts about the crisis from credible sources within the organization to ensure that you are providing accurate information.

### Step 4: Holding Statement

Release an initial holding statement that addresses the fact that the organization is aware of the crisis and is actively managing the situation.

### Step 5: Media Updates

Provide regular updates to the media as more information becomes available, changes occur, or the situation stabilizes.

### Step 6: Press Briefing

Organize and conduct a press briefing to address the crisis in detail when sufficient information is available. Prepare key messages and rehearse with the spokesperson to ensure clarity and consistency.

### Step 7: Monitoring

Monitor media coverage and public sentiment to identify any misinformation or gaps in understanding and address them promptly.

### Step 8: Follow-up

Continue to communicate with media post-crisis, provide additional information if necessary, and begin repairing any damage to the organization's reputation.

## General Notes

### Spokesperson Role

The chosen spokesperson should be calm, credible, and capable of conveying empathy and competence during the briefings.

### Media Training

Ensure regular media training for the spokesperson and backup representatives to maintain preparedness in crisis situations.

### Legal Considerations

Review all public statements for legal implications before releasing to ensure they don't inadvertently admit fault or liability.