

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.

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