

Don't Get Shipwrecked.

Communicating In a Crisis



THE EHRHARDT GROUP

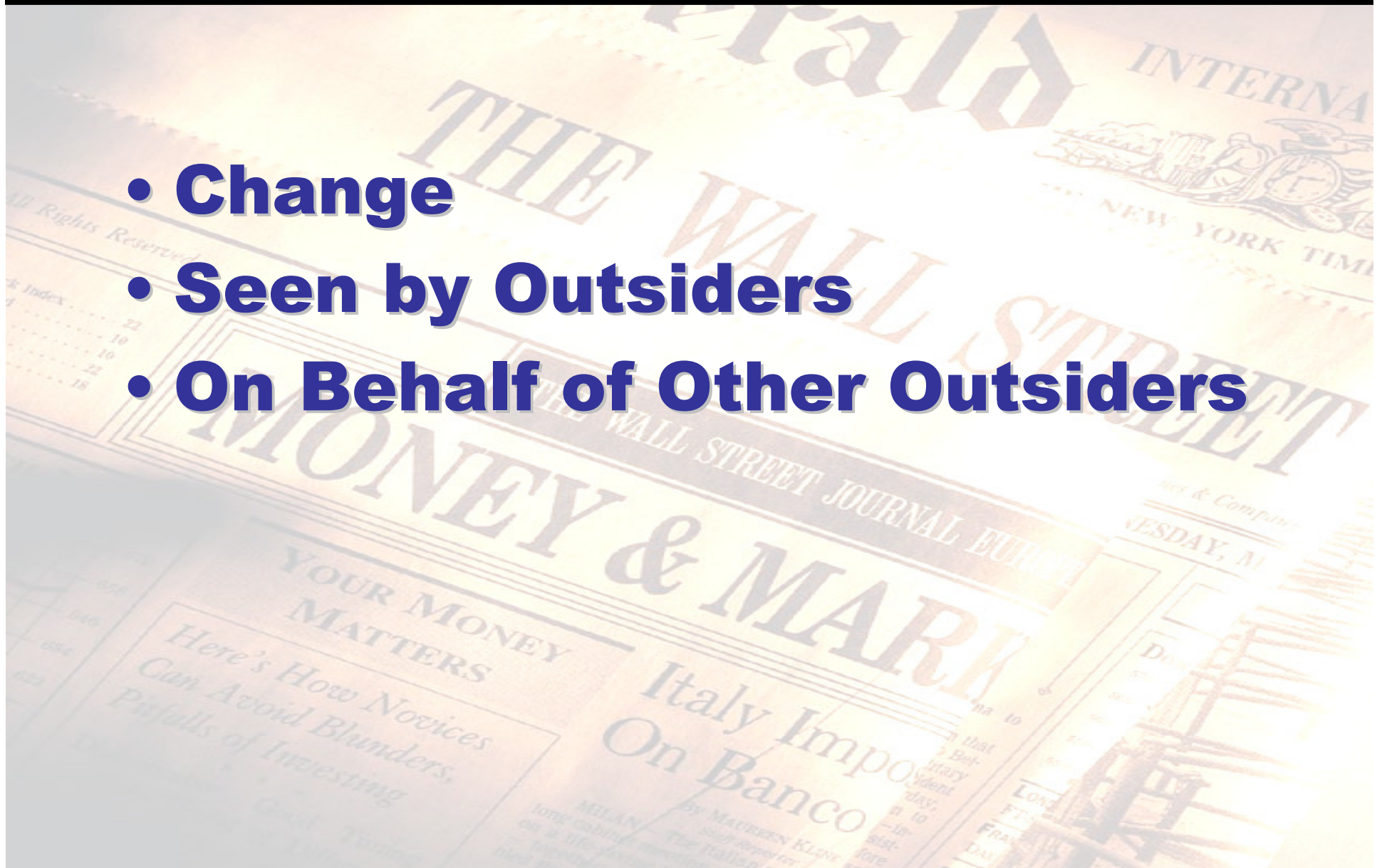
Understanding Is Important

- **Public Understanding = Public Support and Action**
- **People Use Mass Media For Their News.**



What Is News ?

- **Change**
- **Seen by Outsiders**
- **On Behalf of Other Outsiders**



News Is Change

- It must be interesting.
- If it's not interesting, then it can't be news.



How Do People Get Their News?

- **Television**
- **Internet/Web Sites**
- **E-Mails**
- **Radio**
- **Newspapers**
- **Magazines**



News Coverage

- Get it right.
- Get it first.



The News Clock Is Ticking

- **Average News Story = 90 seconds**
- **Story Build-Up = 30 seconds**
- **Quotes = 30-45 seconds**
- **Story Conclusion = 30 seconds**

Your Soundbite = 15-17 seconds

What Is a Crisis?

- **Occurs suddenly.**
- **Demands a quick response.**
- **Interferes with performance.**
- **Creates uncertainty and stress.**
- **Threatens the bottom-line.**
- **Escalates in intensity.**
- **Causes outsiders to scrutinize the CU.**
- **Permanently alters the CU.**

Who Are Your Audiences?

- **Current & Potential Members**
- **CU Board of Directors**
- **CU Employees**
- **Local Officials**
 - **Police and Fire**
 - **Elected Officials**
- **News Media**

Preparing for a Crisis

- **Anticipate potential incidents and prepare communication framework.**
 - **Use your experience - Similar incidents and responses.**
- **Create a Communication Chain of Command.**
- **Identify your spokesperson.**
- **Build your key messages.**

Communicating During a Crisis

- **Assess the situation and gather the FACTS.**
- **Put your Chain of Command into action.**
- **Draft your key messages.**
- **Respond to the media - Interviews & Briefings**

**DO NOT
SPECULATE.**



Evaluating after a Crisis

- **Monitor media coverage.**
- **Did your messages come across?**
- **How can you improve your response?**
 - **Information gathering**
 - **Audience communication**
 - **Media messages**

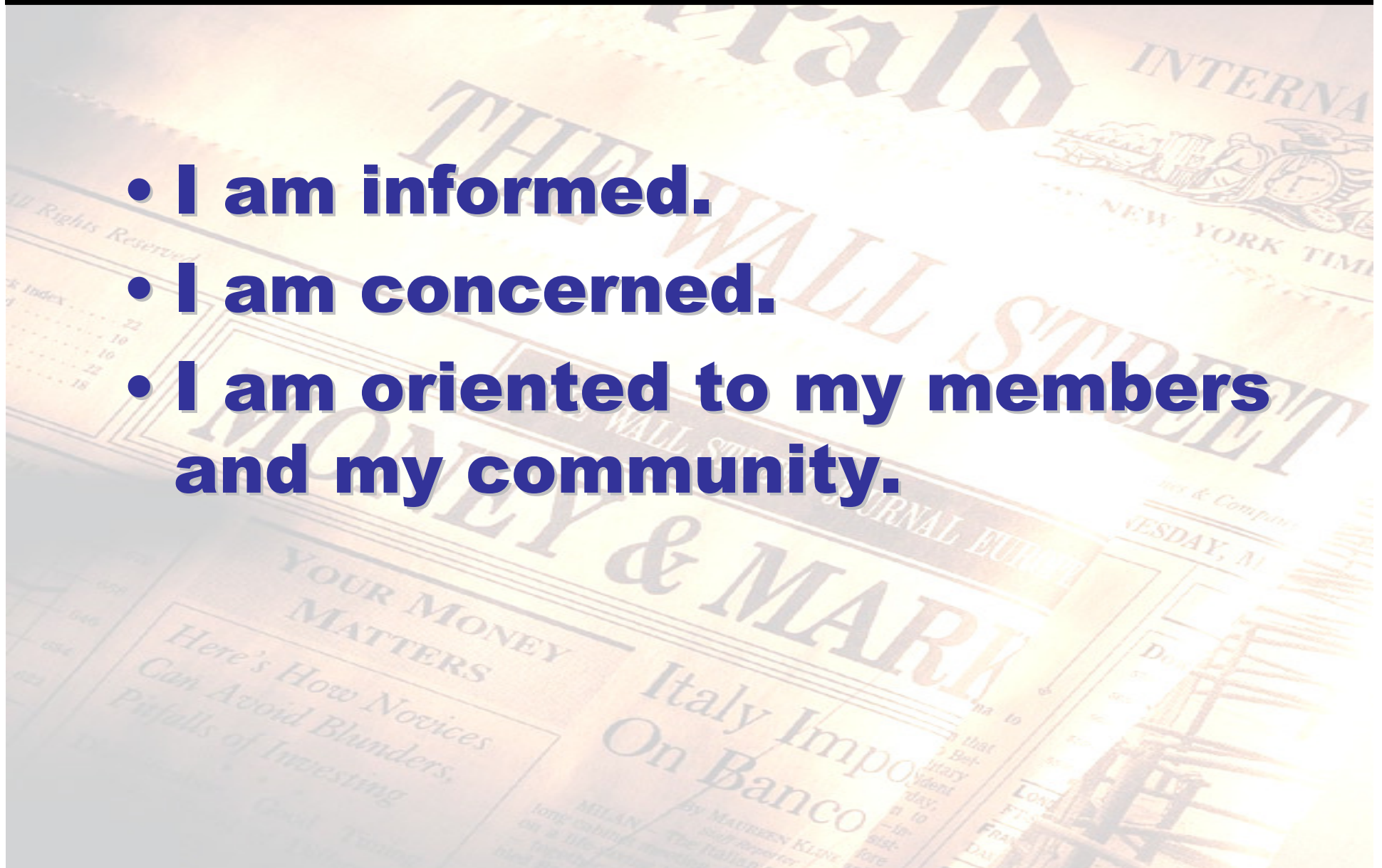
How To Communicate

- **Work your agenda.**
- **Know your key messages.**
- **Be consistent.**
- **Be credible.**



Keep in Mind

- I am informed.
- I am concerned.
- I am oriented to my members and my community.



Putting a Plan Into Action



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Group #1

- **Tuesday - 10:30 a.m.**
 - In the process of making a deposit at her local CU located on a busy intersection, a business owner confronts a robbery in progress. Gunfire is exchanged. This CU member is killed instantly. The next newscast is at noon.

Group #2

- **Thursday - 2 p.m.**
 - One of your CU's computer programmers compiled multiple account numbers of notable people in your community and charged more than \$50,000 in purchases on their credit cards.
 - A newspaper reporter, who lost \$3,000, wants to run a story in Sunday's newspaper.

Group #3

- **Wednesday - 3 p.m.**
 - **In your two-story branch building, an estranged husband confronts his ex-wife in an elevator. They argue about money, their children and her new boyfriend. Overcome with grief, the man murders the woman and kills himself. The next newscast is at 5 p.m. and a media truck is on its way.**

Group #4

- **Monday - 4 p.m.**
 - **An employee embezzles more than \$300,000 from the CU where he works. A reporter, acting from an anonymous tip, contacts the branch manager, who denies the report, but knows it is true. The reporter wants to air this story on the 6 p.m. news.**

Group #5

- **Friday - 3 p.m.**
 - **A woman is apparently kidnapped from the CU parking lot. Three days and no sign. The victim's debit cards have been used between Lafayette and Biloxi over the last two days. The media is camped out in your parking lot, broadcasting developments throughout the weekend.**

What Can We Do ?

- **Simplify our messages.**
- **Streamline delivery.**
- **Build on-going**
 - **Credibility.**
 - **Consistency.**



Getting Your Point Across

- **Get your messages across at the beginning of your answers.**
- **Use time precisely.**
- **Know your audience.**



Conclusions

- **Create a Crisis Communication Plan.**
- **Anticipate and react.**
- **Rely on your key messages.**
- **Be consistent and credible.**
- **Evaluate and grade your performance.**

