

# Welcome to the Crisis Communications BOOT CAMP!!!

www.nois.edu/wrwc  
800.881.8800 710-6657 x3

WRWC  
WILDERNESS RISK MANAGEMENT CONFERENCE  
OUTWARD BOUND  
SCA

© 2002 – 2015 BY REPUTATION STRATEGIES, LLC. THIS MATERIAL MAY NOT BE SOLD, DUPLICATED, PRINTED, BROADCAST, TRANSMITTED VIA THE INTERNET OR DISSEMINATED IN ANY MANNER WITHOUT WRITTEN PERMISSION FROM THE COPYRIGHT HOLDER. ALL RIGHTS RESERVED.

# O S I S

This document may not be reproduced without the consent of the author 2015

**WRMRC**



OUTWARD  
BOUND  
SCA

WILDERNESS RISK MANAGEMENT CONFERENCE

[www.nois.edu/wrmrc](http://www.nois.edu/wrmrc) | (800) 710-6657 x3

O<sub>h</sub> S<sub>hit</sub> I'm S<sub>crewed</sub>

WRMRC

WILDERNESS RISK MANAGEMENT CONFERENCE



OUTWARD  
BOUND  
SCA

www.nois.edu/wrmrc | (800) 710-6657 x3

This document may not be reproduced  
without the consent of the author 2015

## Our Broad Categories:

- ❑ *Stakeholders*
- ❑ *Channels*
- ❑ *Tactics*
- ❑ *Physical Resources*
- ❑ *Human Resources, Internal*
- ❑ *Human Resources, External*

www.nois.edu/wrrmc | (800) 710-6657 x3

WRRMC  
WILDERNESS RISK MANAGEMENT CONFERENCE  
NOIS  
OUTWARD BOUND  
SCA

This document may not be reproduced without the consent of the author 2015

# Stakeholders

- Victims
- Family/friends
- Clients in group
- Clients in other groups
- Future clients
- Past clients
- Staff at scene
- Staff NOT at scene
- Staff at other programs
- First Response (police, fire, SAR,EMS, etc.)
- Regulatory agencies
- Licensing agencies
- Competitors
- Vendors
- Government
- Academia
- Special Interest Groups
- News Media
- The Public

# Communications Channels

- Telephone calls, individual
- Telephone calls, conference
- News Media, broadcast
- News media, print/online
- Social Media
- E-mail, individual
- Email, distribution lists
- Text messages
- Meetings, face-to-face
- Meetings, online
- Website
- Snail Mail
- Paid placement

www.nois.edu/wrmc | (800) 710-6657 x3

WRMRC  
WILDERNESS RISK MANAGEMENT CONFERENCE  
NOIS  
OUTWARD BOUND  
SCA

This document may not be reproduced without the consent of the author 2015

# Tactics

- Buy-time statements
- Press Releases/Backgrounders
- Press Lists or distribution services (e.g., PR Newswire)
- Email Distribution lists
- Press Conferences
- Phone calls
- Voicemail systems
- Fax Machines/Fax broadcasting
- Snail mail
- Website, particularly if enabled to easily manage text, stills, video and audio

www.nols.edu/wrmc | (800) 710-6657 x3

WRMRC  
WILDERNESS RISK MANAGEMENT CONFERENCE  
NOLS  
OUTWARD BOUND  
SCA

This document may not be reproduced without the consent of the author 2015

# Physical Resources

- Computer networks
- Phone systems
- Vehicles
- Meeting places
- Fax machines
- Copy machines
- Office space/Command Center
- Tracking mechanisms (logsheets etc.)
- The “Go Box”

www.nois.edu/wrmc | (800) 710-6657 x3

**WRMRC**  
WILDERNESS RISK MANAGEMENT CONFERENCE  
NOIS  
OUTWARD  
BOUND  
SCA

This document may not be reproduced  
without the consent of the author 2015



# Human Resources - Internal

- Incident Commander
- PIO
- Spokesperson
- Press Conference Setup personnel
- Press Triage
- Story trackers, News Media
- Story trackers, Social Media
- Internal communications (staff)
- Client Relations (onsite)
- Client Relations (offsite)
- Vendors/other Stakeholder
- Finance/Control
- Site Security
- Survivor/Family support
- Switchboard
- Administrative Support
- Archivist

# Human Resources - External

- Legal Counsel
- Insurance Company
- Outside PR Counsel
- Law Enforcement
- SAR
- Fire/EMS
- Trade Associations (e.g. ACCT)
- Suppliers/Vendors
- Concessionaires and contract operators
- Engineering/Architectural
- Other units under your brand
- Competitors
- Local government
- Chambers of commerce
- State/Federal agencies – e.g., US Forest Service, Maine Warden's Service, Fish and Wildlife, etc.

## Our Broad Categories:

- ❑ *Stakeholders*
- ❑ *Channels*
- ❑ *Tactics*
- ❑ *Physical Resources*
- ❑ *Human Resources, Internal*
- ❑ *Human Resources, External*

www.nois.edu/wrrmc | (800) 710-6657 x3

WRMRC  
WILDERNESS RISK MANAGEMENT CONFERENCE  
NOIS  
OUTWARD BOUND  
SCA

This document may not be reproduced  
without the consent of the author 2015

## Moving forward:

- *Channels – Identify the ones you have to work with. Optimize them, to the best of your ability.*

## Moving forward:

- *Tactics – in addition to optimizing systems, try to create flexible templates for statements and releases*

## Moving forward:

- *Physical Resources – identify them, know where they are, and know how to access them 24/7.*

www.nols.edu/wrrmc | (800) 368-7273

WRRMC  
WILDERNESS RISK MANAGEMENT CONFERENCE  
OUTWARD BOUND  
NOLS  
SCA

This document may not be reproduced without the consent of the author 2015

## Moving forward:

- *Human Resources, Internal:  
Match the roles with the best  
people to fill them*

www.nols.edu/wrmc | (800) 710-6657 x3

WRMRC  
WILDERNESS RISK MANAGEMENT CONFERENCE  
NOLS  
OUTWARD  
BOUND  
SCA

This document may not be reproduced  
without the consent of the author 2015

## Moving forward:

- *Human Resources, External: Establish relationships with your external resources before anything happens.*

www.nols.edu/wrmc | (801.221)-6657 x3

WILDERNESS RISK MANAGEMENT CONFERENCE



This document may not be reproduced without the consent of the author 2015



# The Goal of the Emergency Communications Plan

- ❑ Identify the HUMAN resources you need, and how to reach them
- ❑ Identify the PHYSICAL resources you need, and how to access them
- ❑ Identify the OUTSIDE resources you need, and how to mobilize them
- ❑ Identify the MECHANISMS you need, and how to activate them
- ❑ **Put as many functions as possible on autopilot, so that you can focus on decisions that MUST be made specific to THAT EVENT.**

# The “Triple-D”

*Death*

*Destruction*

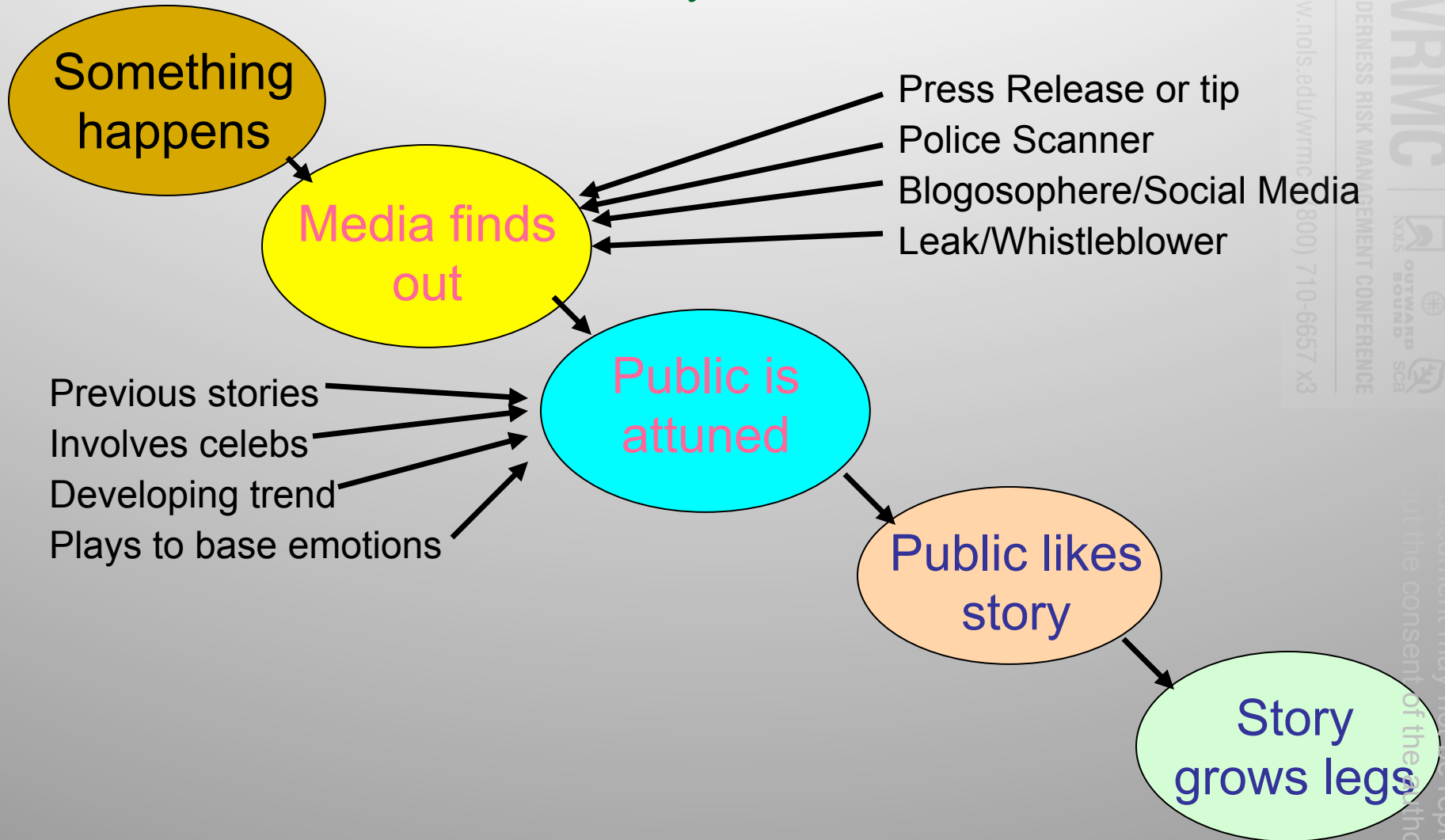
*Disaster*

www.nois.edu/wrmc | (800) 710-6657 x3

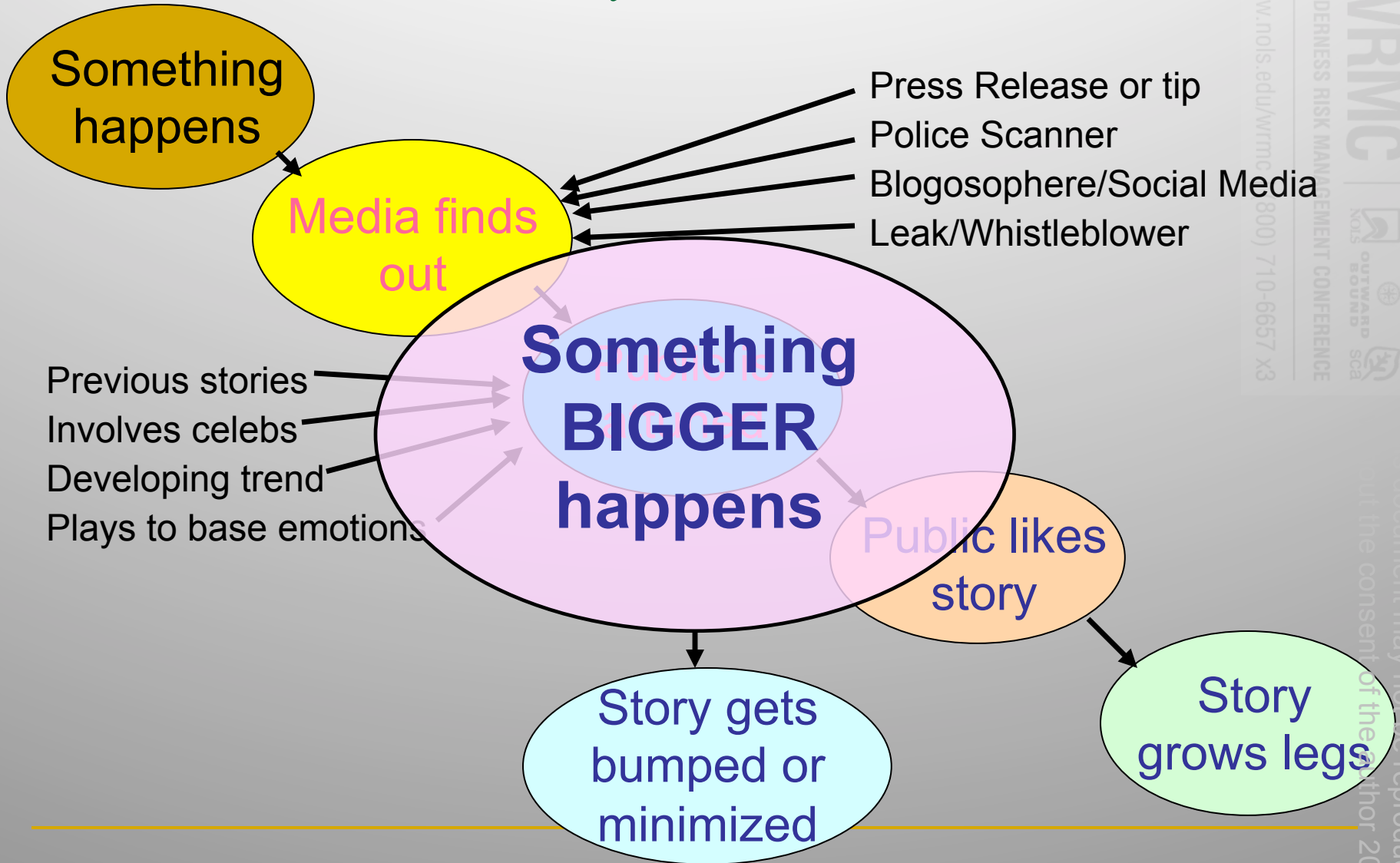
**WRMCMC**  
WILDERNESS RISK MANAGEMENT CONFERENCE  
NOIS OUTWARD BOUND SCA

This document may not be reproduced without the consent of the author 2015

# What Becomes a Story?



# What Derails a Story?



# Tricks Reporters Use to Get the Goods

- Off the Record
- Going silent after you answer
- Asking the same question in a different way
- Asking vague or wide open questions
- Repeating what you say (almost) or getting you to repeat what they say
- Establishing false rapport
- Asking for expansion – or broad description

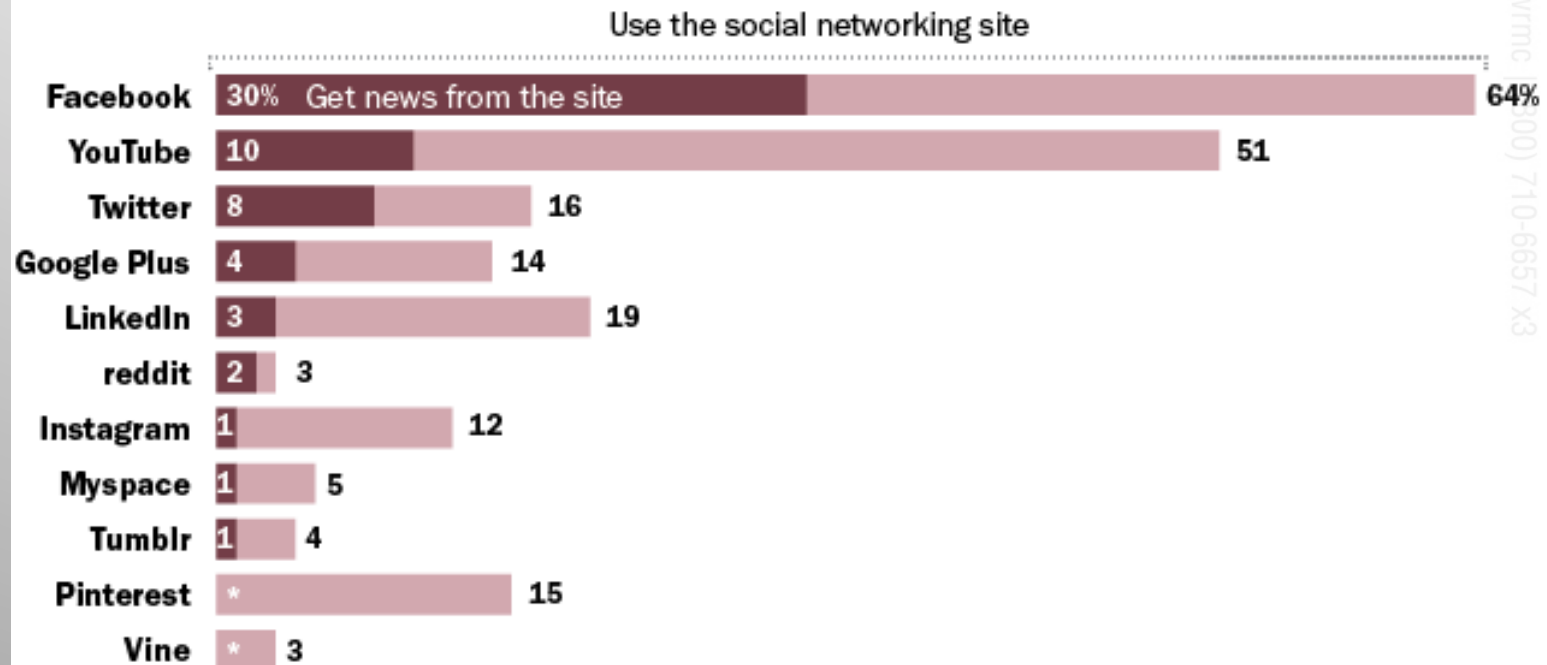
www.nols.edu/wrmc | (800) 710-1183

WRMRC  
WILDERNESS RISK MANAGEMENT CONFERENCE  
NOLS  
OUTWARD BOUND  
SCA

This document may not be reproduced without the consent of the author 2015

# Let's talk about social media

Percent of U.S. adults who use each social networking site and percent of U.S. adults who get news from each social networking site



Note: The percent of U.S. adults who get news on Pinterest and Vine each account to less than one percent. Facebook News Survey, Aug. 21-Sept. 2, 2013 (N=5,173)

PEW RESEARCH CENTER

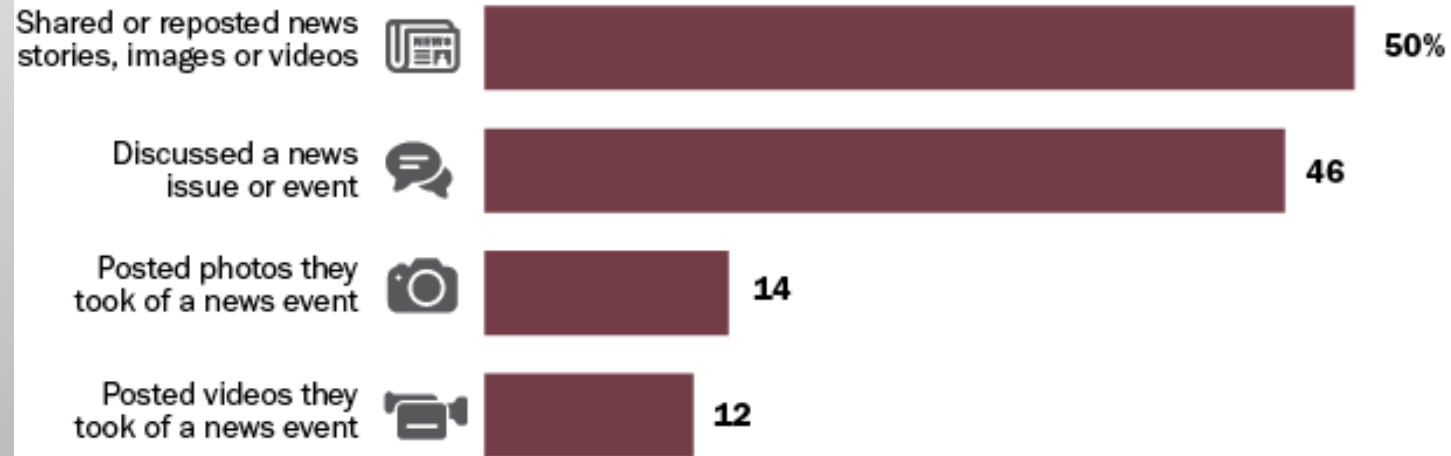
www.nols.edu/wrmmc  
(303) 710-6657 x3



This document may not be reproduced without the consent of the author 2015

# Let's talk about social media

*Percent of social networking site users who have...*



Note: This question was asked of social networking site users who also get news online.

Source: Pew Research Center, phone survey Feb. 27-Mar. 2, 2014.

PEW RESEARCH CENTER

www.nots.edu/wrrmc | (800) 710-6657 x3

WRMRC

WILDERNESS RISK MANAGEMENT CONFERENCE  
NOTS  
OUTWARD BOUND  
SCA

This document may not be reproduced without the consent of the author 2015

# Let's talk about social media

- News outlets and individual reporters are increasingly using Twitter to break news.

www.nols.edu/wrmc | (800) 710-6657 x3

**WRMRC**  
WILDERNESS RISK MANAGEMENT CONFERENCE  
NOLS OUTWARD BOUND SCA

This document may not be reproduced  
without the consent of the author 2015



# Let's talk about social media

- Use social to your own advantage – even if the story is bad.
  - ❑ Monitor by using hashtags
  - ❑ Social media is now where news goes to break, and reputations go to die
  - ❑ Build your community before anything happens
  - ❑ Tend the garden, even in the middle of a blizzard
  - ❑ Talk in the language of the network
  - ❑ Avoid ALL comment on Twitter. Simply use simple descriptions and links

# Crisis Management Boot Camp

Thanks for the opportunity  
to work with you!!

Skip King

Reputation Strategies, LLC

[sking@reputationstrategies.com](mailto:sking@reputationstrategies.com)

207-318-7067 (mobile)

www.nols.edu/wrmc | (800) 710-6657 x3

WRMRC  
WILDERNESS RISK MANAGEMENT CONFERENCE  
OUTWARD  
BOUND  
SCA

This document may not be reproduced  
without the consent of the author 2015