



*Enter here. Start anew.*

**CITYGATE™**  
NETWORK

*Against  
All Odds*

1 John 5:4



*Against  
All Odds*

1 John 5:4





*Welcome to*  
***Crisis Management and Media  
Engagement***

*Presenter:*

***Stephen Ruppe***

*Steve Ruppe Public Relations*

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1 John 5:4



A SUCCESSFUL MAN IS  
ONE WHO CAN LAY A  
FIRM FOUNDATION WITH  
THE BRICKS OTHERS  
HAVE THROWN AT HIM.

-DAVID BRINKLEY

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1 John 5:4



***Being calm in an impossible situation is a superpower***

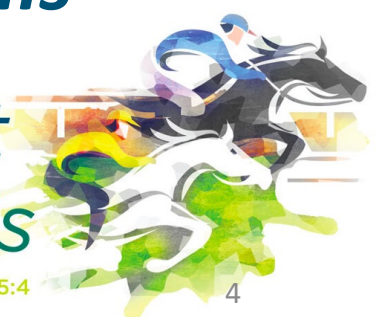
***“Reality does not go away when it is ignored.” – Thomas Sowell***

***“Success is not final. Failure is not Fatal. It is the courage to continue that counts” – Winston Churchill***

***“If you can keep your head when all about you are losing theirs...” – Rudyard Kipling, If: A Father’s Advice to His Son***

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1 John 5:4





# *When things go wrong*

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1 John 5:4



# *What happens?*

- *Reputation damaged*
- *Public's confidence crumbles*
- *Supporters abandon you*

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1 John 5:4



# *Your reputation*

- *Reputation made daily*
- *On-going strategy*
- *Positive image building*
- *Public perception*

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1 John 5:4



# *What is public relations?*

- *Not paid advertising*
- *PR is earned – stories are carried as part of the news section of the media*
- *People are wise to advertising*
- *Advertising is expensive – PR has better ROI*
- *Media coverage validates, gives credibility*
- *PR is the art of getting the media to do your storytelling for you*
- *Good media coverage enhances direct response, supports major donor efforts*

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All Odds*

1 John 5:4





# ***Public Relations = good reputation***

- ***You must be willing and able to initiate conversations***
- ***Tell positive stories – be proactive***
- ***Open doors – be available quickly***
- ***Events***
- ***React to issues in the news***
- ***Qualified expert – trend stories***
- ***Op-eds, letters to the editor***
- ***Always accessible***

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All Odds***

1 John 5:4





# *Handling a Crisis*

*Falsehood flies, and truth  
comes limping after it ...*

*Johnathan Swift, 1784*

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1 John 5:4



# *Five rules for handling a crisis*

- *Get as much verifiable information as quickly as possible*
- *Tell the truth*
- *Answer all questions*
- *Take action*
- *Stay on top of the response – rebuild your reputation*

*Against  
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1 John 5:4



# *Get as much verifiable information as fast as you can*

- *Difference between responding and reacting*
- *Streamline internal information gathering*
- *Who? What? When? Where? Why? (How?)*
- *If incomplete information – start with what you have*
- *Right message, right people, right time*

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1 John 5:4



# *Successful communication*

- *You are only as good as the quality of your information*
- *Less time = less information: the quality of information you gather is governed by the amount of time you have*
- *Look ahead: troubleshoot potential pitfalls and plan strategies to handle them*
- *In first hours – wise as a serpent and harmless as a dove*
- *Rapid dissemination of correct information can make all the difference*

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All Odds*

1 John 5:4



# *Tell the truth*

- *Take responsibility*
- *Apologize*
- *Don't spin – don't try to minimize terrible situation*
- *This can be tough – you have to reveal frailty, errors, wrong-doing*
- *“It's not the crime, it is the coverup”*
- *Better to confess than be forced to admit wrongdoing*
- *Quick cauterization leads to faster recovery*
- *Slow drip extends the problem – delays solution and recovery*

*Against  
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1 John 5:4



# *Answer all questions*

- *News conference*
- *Social media*
- *Sometimes a written statement is clear and best strategy*
- *Equip non-spokespersons*
- *Media assumes the worst when told no comment*
- *Friendly, open reception and reasonable response*
- *Only spokespersons speak on the record*

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# *Take action*

- *If there is wrongdoing – there should be consequences*
- *If necessary, change policies*
- *Be decisive, but compassionate*
- *No retaliation – criticizing whistleblowers results in “flash-back”*
- *Do not “kill the messenger”*

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1 John 5:4





# ***Stay on top of response - rebuild your reputation***

- ***Monitor what is being said and respond if appropriate***
- ***Get back to normal as quickly as possible***
- ***Look for “good news” stories to pitch***
- ***Don’t hide from the media or the community***
- ***Prepare answers to questions about the crisis***
- ***Consider a renewed positive message campaign***
- ***Advertising***

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All Odds***

1 John 5:4





# *Crisis Toolbox*

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# *Tools for crisis planning*

- *Preparing a crisis plan*
- *Media training*
- *Media monitoring*
- *Professional help*



# *Preparing a crisis plan*

- *A good plan creates a process for response*
- *Realize every situation is different*
- *Do a “negative potential” survey*
- *Provide staff with understandable guidelines*
- *Include additional counselors/voices*
- *Put process and responsibilities in writing*

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1 John 5:4



# *Crisis plan*

- *Includes:*
  - *Recognizing levels of severity*
  - *Creating a communications tree*
  - *Understanding required response to each level*
  - *Determining correct ways and means of response*
  - *Monitoring progress*
  - *Review process*

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# *Media training*

- *Tailored to fit your specific needs.*
- *Hands-on training with actual on-camera interviews and real-world scenarios*
- *Expect to spend a full day for training*
- *Be prepared to pay for qualified, experienced training professionals*
- *Do half-day on-camera training refreshers at least every two years*

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# *Monitoring public response*

- *Set up simple Google search*
- *Designate someone to stay on social media*
- *Look at paid services for monitoring and reporting*
- *Determine nature of response based on coverage, comments*

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# *Professional help*

- *Outside counsel is important for response strategies and tactics*
- *Fresh point of view*
- *Experience in handling crisis communications*
- *Help in crafting effective messages*

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# *Professional help*

- *Don't call the crisis counselor on the day of your crisis*
- *We need to know you to help you*
- *A learning curve slows response*

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# *Professional help*

- *Expect to pay – but not overpay*
- *Having a relationship with a crisis counselor before a crisis allows you to understand costs*
- *Expect estimates in advance*

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# *Crisis planning article*

*From Rescue Magazine July/August*



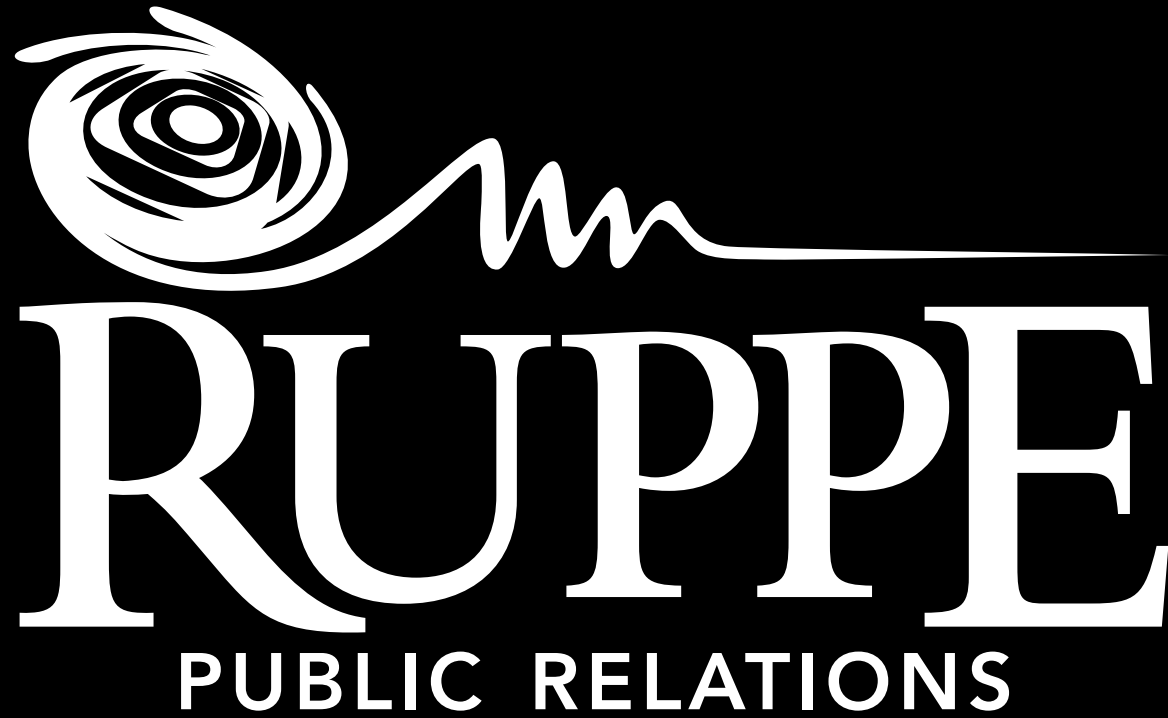
*Questions?*



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**The Point of Communication is  
Understanding**

[www.ruppepr.com](http://www.ruppepr.com)  
949-584-9086



*Don't forget to do the*



*evaluation!*

