

MANAGING PUBLIC RELATIONS DURING A CRISIS

Disaster Ready Chippewa Valley

Welcome

- ▣ Thanks for Coming
- ▣ Introductions
 1. DRCV Board
 2. UW-EC

Facility Logistics

- ▣ Restrooms
- ▣ Exits
- ▣ Please place phones, pagers, and other devices on vibrate or turn off

Outline of Day

▣ Presenters

1. Barron County
2. Epicosity
3. WQOW
4. Wisconsin Emergency Management

What is a Public Information Officer

- ▣ Wikipedia Definition: “The Communication Coordinators or Public Spokesperson of certain governmental organizations”
- ▣ In Eau Claire County disasters this is a combination of individuals that help craft social and traditional media messages, deliver the messages, and monitor rumors
- ▣ In Eau Claire County, the PIO's work together in the Joint Information Center

How your message can make or break your disaster

- ▣ We'll show some examples of poor communication
- ▣ We'll show some examples of very good communication
- ▣ We'll discuss the outcomes of those incidents

Poor Examples of PIO

▣ West Virginia Chemical Spill 2014

-Freedom Industries

<https://www.youtube.com/watch?v=hAGixCOj8bg>

Issues:

1. No interest in media and public interview
2. Drinking out of bottle
3. Not providing accurate timeline or safeguards

Outcome

- ▣ Indictments of officials
- ▣ Bankruptcy for company

Poor Examples of PIO

- ▣ Lac Megantic Train Derailment and Explosion
-Montreal Maine and Atlantic Railway

<https://www.youtube.com/watch?v=3fqJkiC4CSM>

<https://www.youtube.com/watch?v=UTxSj0wemdU>

Issues:

1. They don't sound sympathetic
2. Try to divert blame and responsibility

Outcome

- ▣ Loss of public reputation
- ▣ Filed bankruptcy protection in 2013 following accident
- ▣ Assets were sold off
- ▣ Parent company faced lawsuits and environmental cleanup fees of several hundred million dollars

Good Examples of PIO

- ▣ Cell Phone Fires and Recall
-Samsung

<https://www.youtube.com/watch?v=CehSgE38lOI>

Issues:

1. Loss of public trust
2. Loss of reputation of major product

Outcome

- ▣ Have introduced the next phone to replace the Note 7
- ▣ Did a recall and replacement of the Note 7 when the issue was found
- ▣ Refunded money to cover cost difference of Note 7 and replacement phone
- ▣ Lost billions of dollars in sales and profit, but still in business

Other Positive Examples

- ▣ Dominos Pizza: 2009
- ▣ <http://www.marketingprofs.com/casestudy/2009/9394/how-dominos-managed-a-viral-video-nightmare>
- ▣ Examples from Southwest Airlines, American Red Cross, and JC Penny's
- ▣ <https://blog.spinweb.net/3-great-examples-of-crisis-management-on-social-media>
- ▣ If you want any of these links, please contact:
- ▣ Tyler.esh@co.eau-claire.wi.us