#LightsCameraAction

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Financial Disclosures

- I have no disclosures relevant to this presentation
Words Matter

- For the right message to reach the intended audience—and to inspire action, thought, or emotion—it must be credible, relevant, irrefutable, and communicated with just the right tone.

Learning Objectives

- Describe the role of the media during emerging threats and local outbreaks
- Describe how best to use media outlets to deliver your message to the public, including television, Internet, and social media platforms
- Evaluate the benefits and drawbacks of different social media formats as mass communication tools during an outbreak
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- Acknowledge emotion
- Deal in facts
- Respond with urgency
- Reassure with professionalism
- Use media as a tool
- Understand your audience
- Prepare in advance

Where do you get your news?

- Local TV
- Cable news (eg, CNN, MSNBC, FOXNews)
- Online news/alerts
- Radio news
- Print newspaper
What Does the Media Want From You?

- Understand the media’s needs and role
  - They are under intense pressure and heavy workloads
  - They live and die by deadlines
  - They see themselves as public servants
  - They will go elsewhere for information if you can’t respond quickly
  - They need you to be brief and use vibrant language (paint a picture)
  - They need you to think in headlines (speak in subheads)
  - They need you to help them tell a story
  - They need you to repeat, repeat, repeat

How Does the Media Craft a Story?

- Story frameworks (not “just the facts, ma’am”)
  - Overcoming the odds
  - Hero framework
  - Horse race framework
  - 3-V framework: victim, villain, vindicator

“A crisis is a Shakespearean tragedy, and you’re in the starring role. And if you don’t jump in fast and choose your role, you will be assigned a role.”

- Bruce Hennes, Hennes Communications
Understanding Your Goal

- Communicate broadly
  - Web site
  - E-mail (internal audiences, key constituents)
  - Social media
  - News media
- Inform and educate
- Prevent and protect
- Provide an action plan

CDC. https://emergency.cdc.gov/cerc/resources/templates-tools.asp.

Does your organization have a crisis communication plan (NOT an emergency response plan, but a plan specific to communication in crisis)?

- Yes
- No
Don’t Wait for a Crisis

- Commit to a crisis communications plan
- Conduct a vulnerability audit
- Who does what? And how to contact them 24/7?
- Where does it happen?
- Pre-scripted holding statements?
- Pre-developed FAQs or researched links?
- Is your Web site ready?

CDC. https://emergency.cdc.gov/cerc/resources/pdf/cercnewsrelease.pdf
CDC. https://emergency.cdc.gov/cerc/resources/pdf/message_development_for_communication.pdf
CDC. https://emergency.cdc.gov/cerc/resources/pdf/anticipatedqa.pdf

Holding Statements

- What keeps you up at night?
- How likely is it to happen?
- If it happens, how likely is it to damage reputation?
- Write scripts for highest likelihood to happen and highest damage to reputation
What Does the Public Care About?

- What happened?
- Am I safe? Is my family safe?
- What have you discovered that may affect me?
- What can I do to protect myself and my family?
- Who/what caused this?
- Who’s in charge now?
- Has the threat been contained?
- How are victims being helped?

Preparing for an Interview

- What's the topic?
- Who’s the reporter?
- What's the reporter’s deadline?
- When will the interview run?
- Will the interview be broadcast live or recorded?
- Will the reporter be talking to other people?
- Where will the interview take place?
Preparing for an Interview

- What’s your desired headline?
- What’s your desired take-away?
- Do you have a sound bite?
- Aim for 3 key messages (2-3 supportive facts for each)
- Be prepared to answer the questions you don’t want to be asked
- Message mapping developed by HHS
  - 3 short sentences that convey 3 key messages
  - Communicate in less than 9 seconds for broadcast media and 27 words for print

Bridging Phrases or Pivot Points

- The real issue is…
- It’s important to emphasize…
- What people really need to know is…
- I can’t speculate on that, but what I can tell you is…
- I’m not the best one to answer that, but I can tell you…
- People have that misconception, but the truth is…
- Let me put this into perspective…
- **Always summarize key points at the end of interview!**
Off the Record?

- Assume everything is on the record, even if no tape is rolling and reporter isn’t writing things down
- “Just between us” is meaningless
- “Off the record” suggests that the information will not be used
- “Not for attribution” or “on background” suggests information can be used, but your identity will not be disclosed
- **Do you have the right to ask to review the story before publication?**

Communication Channels

- Web site
- E-mail
- Media (interviews and press briefings)
- Social media
  - Facebook (highest usage among age 45-54, 53% female)
  - Twitter (most popular among age 18-29, gender equal, reporters use it)
  - YouTube (reaches more adults age 18-34 than any cable network)
  - Instagram (more popular among women, age 35 and under)
  - LinkedIn (professional connections)
Social Media Channels Differ

Facebook: I like cupcakes
Instagram: Here’s a photo of my cupcake
LinkedIn: My skills include cupcake eating

Twitter: I am eating a #cupcake
Pinterest: Here’s a cupcake recipe

Social Media Do’s and Don’ts

- Be tolerant (do not censor)
- Be direct
- Be humble
- Listen, listen, listen
- Use pictures
- Use links
- Share!
- Recruit influencers
- Create social media army

CDC. www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.pdf
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- Press briefing benefits
- On-camera tips
  - Always stand
  - Don’t use notes
  - Maintain eye contact (reporter? camera?)
  - Hand motions?
- The interrupting reporter
- When words get put in your mouth
- Handling “the ambush”
- Silence really is golden

A Go-To Guide

- Create a dedicated Web page
- Provide details as they become available
- Provide actions taken (by whom, when, what)
- What do people need to know?
- What steps can be taken to limit spread/threat?
- Provide photos or video clips
- Provide links for reliable information
- Include contact information for responders and experts
Avoiding “Fearbola”

- Be the first source of information
- Be trustworthy and show empathy
- Speak with one voice (clarity of message)
- Counter rumors in real time
- Educate inside organization to build an army
- Even when you have nothing to say, say something
- Manage expectations with scheduled updates (“feed the beast”)
- The key to crisis communications is to actually communicate!

Keeping It Simple

I new acting and acting for diabetes. They are tested on and to make them and before we ship to help be . #emojiresearch
Take-Away Points

- All media communication should be goal-oriented
- Prepare crisis communications before crises occur
- Anticipate the media’s needs and control the flow of the interview
- Use all media platforms available for communicating to the public
- Be deliberate and measured when using social media
- Prepare for rolling cameras—there are no do-overs
- Develop messaging to minimize panic
- Keep it simple (it is harder than you think!)

Additional Resources

- HICS. California Emergency Medical Services Authority. [www.emsa.ca.gov/disaster_medical_services_division_hospital_incident_command_system_resources](http://www.emsa.ca.gov/disaster_medical_services_division_hospital_incident_command_system_resources)