

Mastering Crisis Communications: One-Day Intensive

This is a sample syllabus. Actual course topics and assignments may vary by instructor and class.

MORNING SESSION

Establishing a plan

- What to do when you get that initial phone call
- Using a screener
- Questions for the screener to ask
- Rules to remember when dealing with the media

Breaking down the media

- How departments work and which constituencies they report to
- Lobbying departments for your cause
- Community affairs vs. public affairs
- Sales departments
- Legal departments
- News directors and managing editors

When to use unconventional tactics

- The benefits of speakerphone
- Attorneys as spokespeople
- Videotaping and audiotaping interviews
- Phone vs. in-person interviews
- Interviewing on your own terms

WORKING LUNCH

AFTERNOON SESSION

Making the tough decisions

- When is it best to talk on-camera
- The best way to issue a statement
- Preparing for a confrontational interview
- TV tips for facing the camera

Role-Playing

- Students will be placed in role-playing situations that reflect their actual work background
- The situations will be similar to real-life situations they could face at work

