

Is Your Public Relations Crisis Plan Ready?

SAN MATEO COUNTY

SILICON VALLEY
CONVENTION AND VISITORS BUREAU



TODAY'S SPEAKER



Sam Singer

President

Singer Associates, Inc.

HOW TO MANAGE A PUBLIC RELATIONS CRISIS

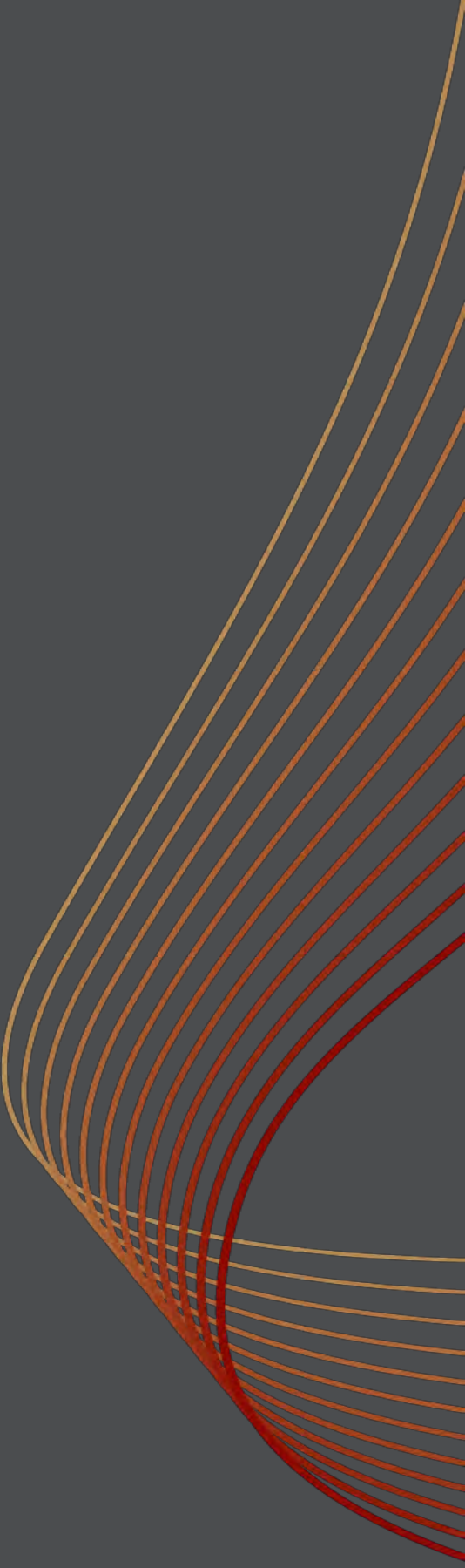
Wednesday July 29, 2020

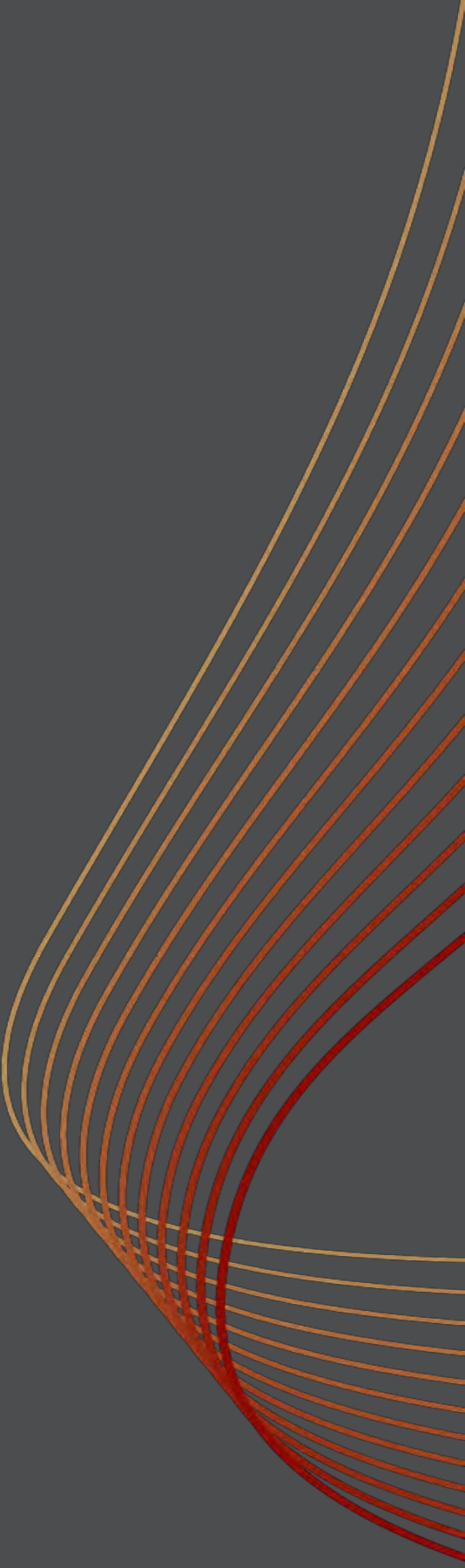
Sam Singer, President, Singer Associates Public Relations, Inc.

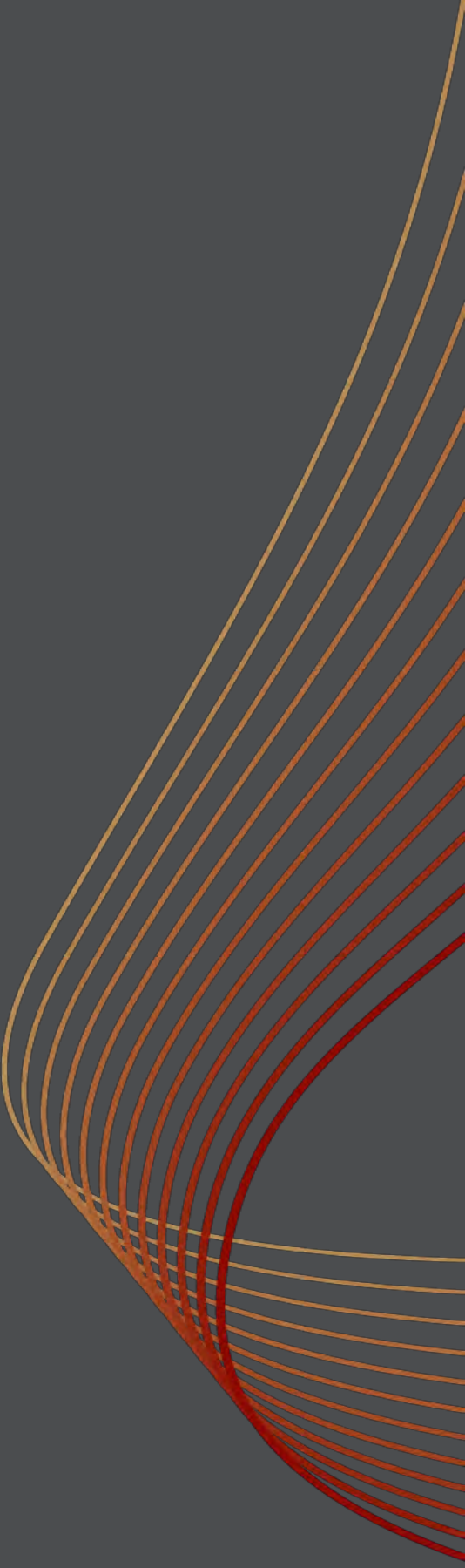
For the San Mateo County/Silicon Valley Convention and
Visitors Bureau

A decorative graphic in the bottom left corner consisting of several curved lines in shades of orange and red, sweeping upwards and to the right.

Because a company's response to a public relations crisis has ramifications for both the company's *reputational* and *legal* interests, the response should be crafted and managed to serve **both** interests.







NEVER-ENDING PUBLIC RELATIONS CRISES

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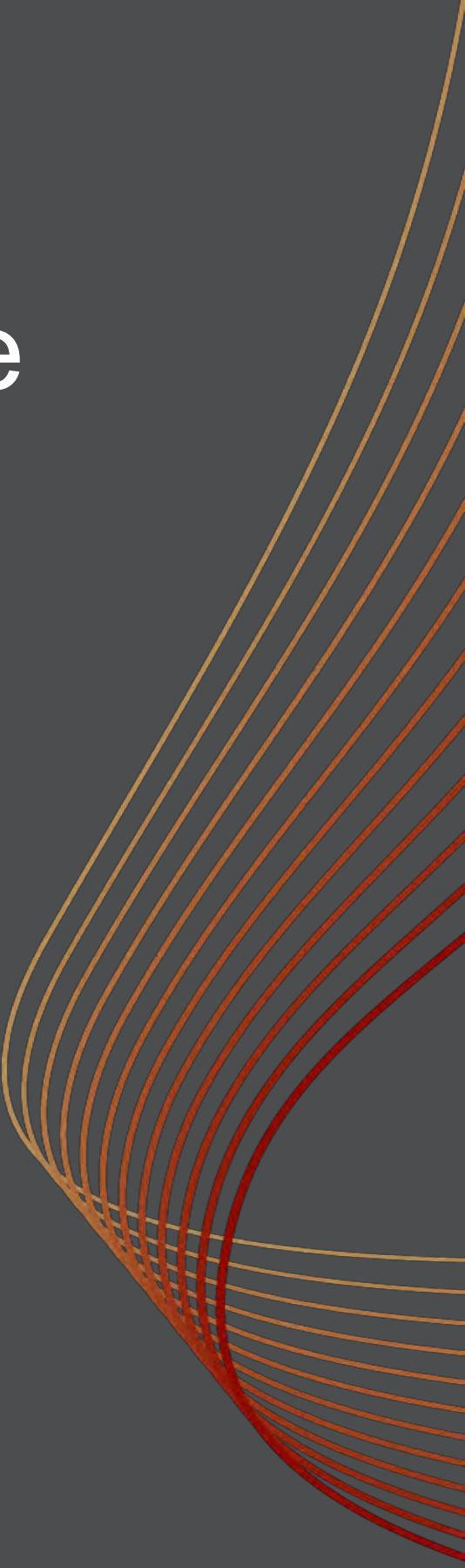


PUBLIC RELATIONS CRISIS

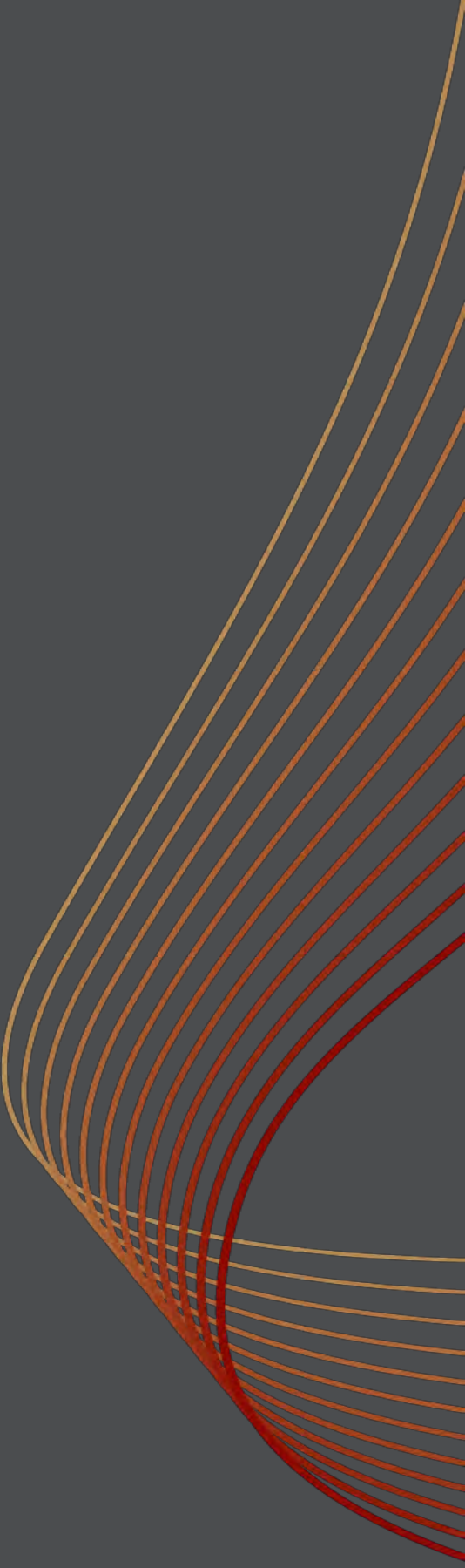
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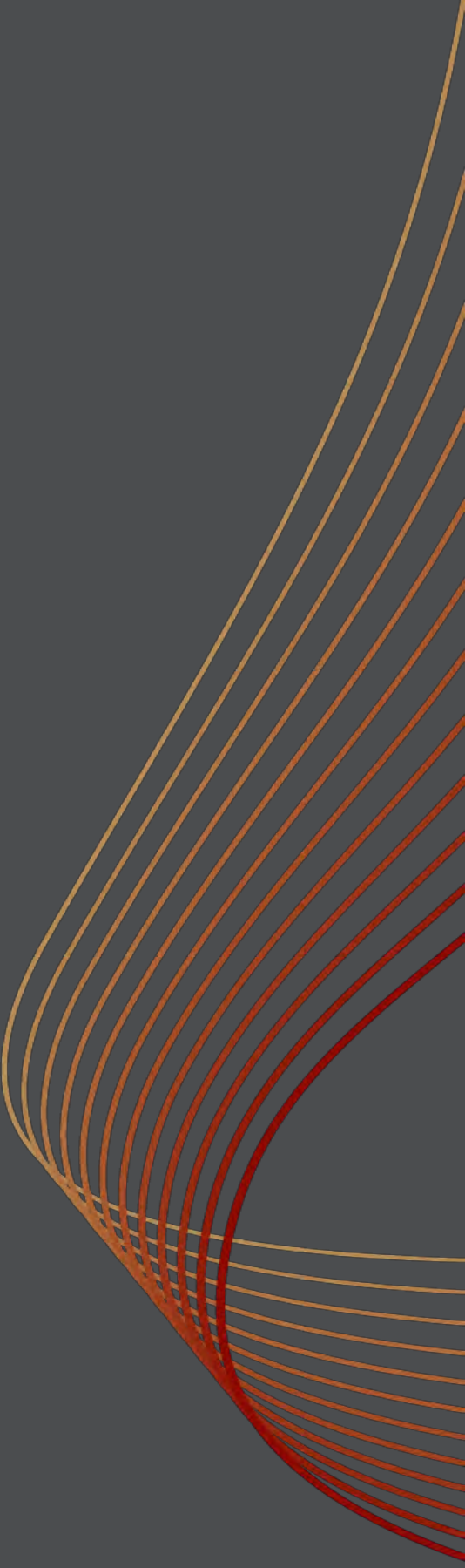
- Crisis management is the art of making decisions to head off or mitigate the effects of such an event, often while the event itself is unfolding. This often means making decisions about your institution's future while you are under stress and while you lack key pieces of information.
- In other instances, you may possess a number of facts, but they may not be pretty...
- Three elements are common to most definitions of crisis:
 - a threat to the organization
 - the element of surprise
 - a short decision time




- Planning
- Initial Response
- Management
- De-escalation

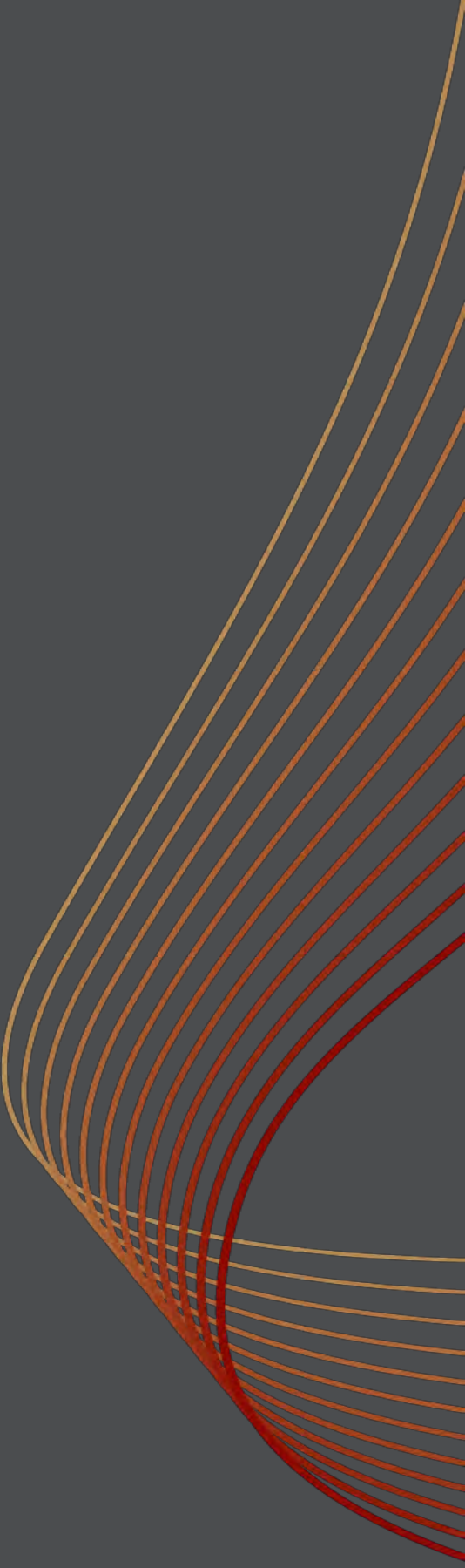


- Crisis management should not be something you start after discovering a crisis, but is instead a process that begins with proper planning. All organizations, whether specifically articulated or not, have elements of a crisis management plan built in to them. Others have finely articulated plans. The planning that your organization does can have great impact on your ability to weather the eventual storm.



- Preparing for a Crisis
 - Do you have a communications protocol in place?
 - Do you have a defined list of those approved to talk to the media, post on social media?
 - Does your organization know who to contact in the event the media inquiries?
 - Have you pre-identified events that could lead to crisis and put in place plans in the event they ever do?
 - Have you prepared the book of facts for your organization to assist you when it is needed?
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- A decorative graphic on the right side of the slide, consisting of a series of curved, overlapping lines in shades of orange and red, creating a sense of motion or a stylized wave.

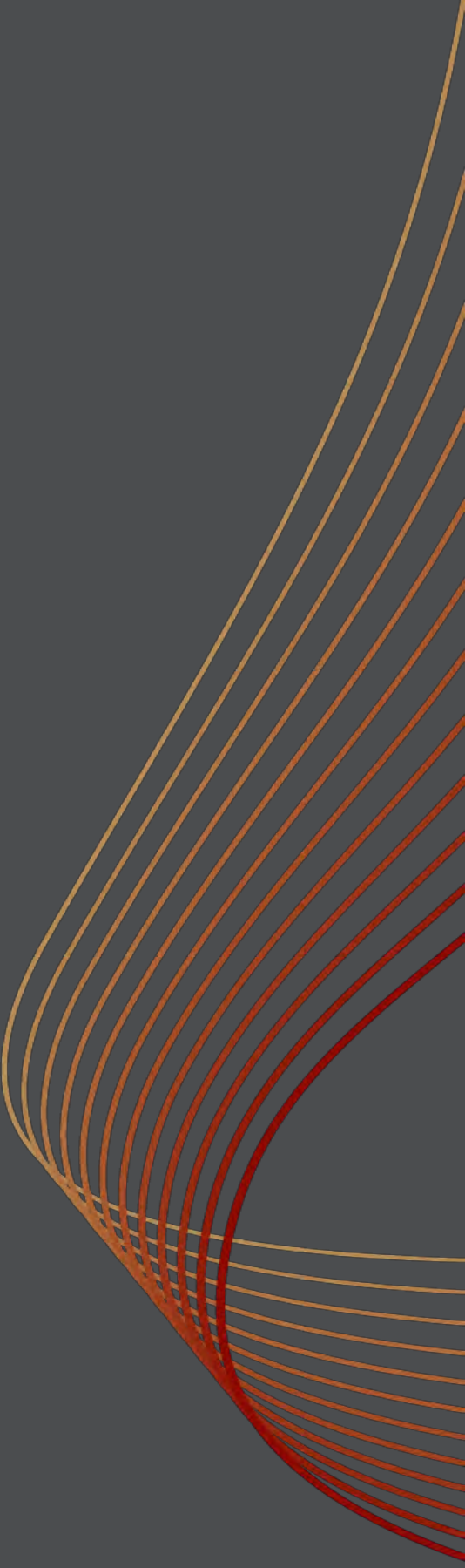
- Rapid
- Provide the data to fill the news hole
- Express the appropriate level of sympathy and/or concern
- Provide the basic detail on how you are approaching the situation
- Be mindful of legal implications



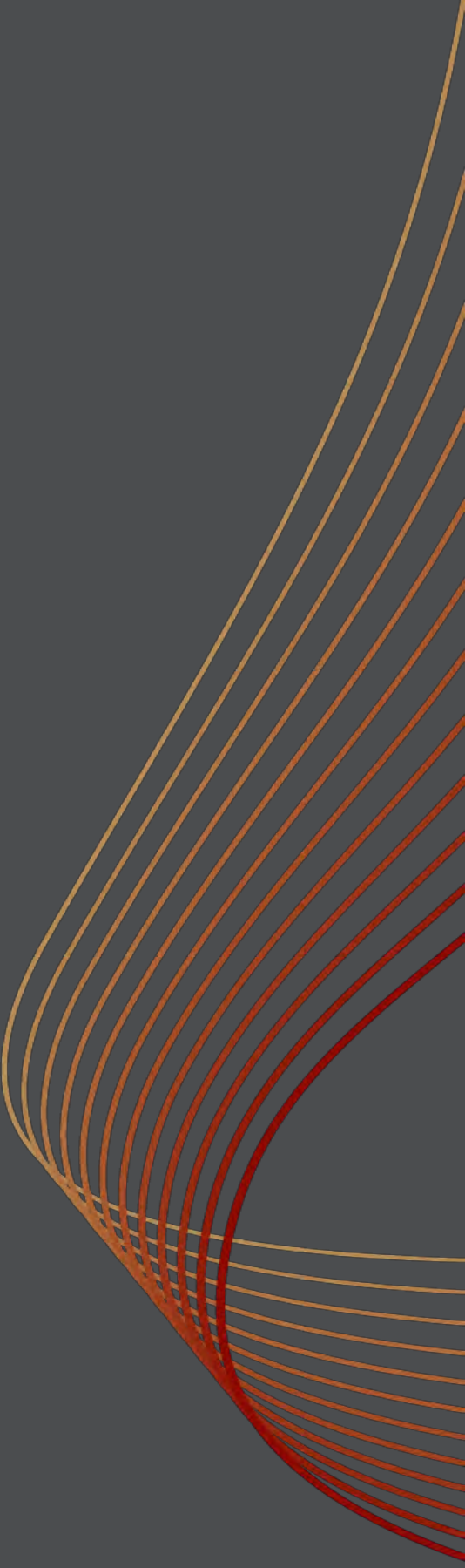
- Frequent media updates project engagement or control. Lack of interaction can lead to doubt, speculation, pre-judgment.
- Not knowing is normal. Explaining what you do know and what you are doing to rectify the wrong or perceived wrong is critical.
- Through regular media briefings/postings you build relationships with the media and receive the benefit of doubt on the handling of the situation. Disengagement provides criticism and speculation about your absence.



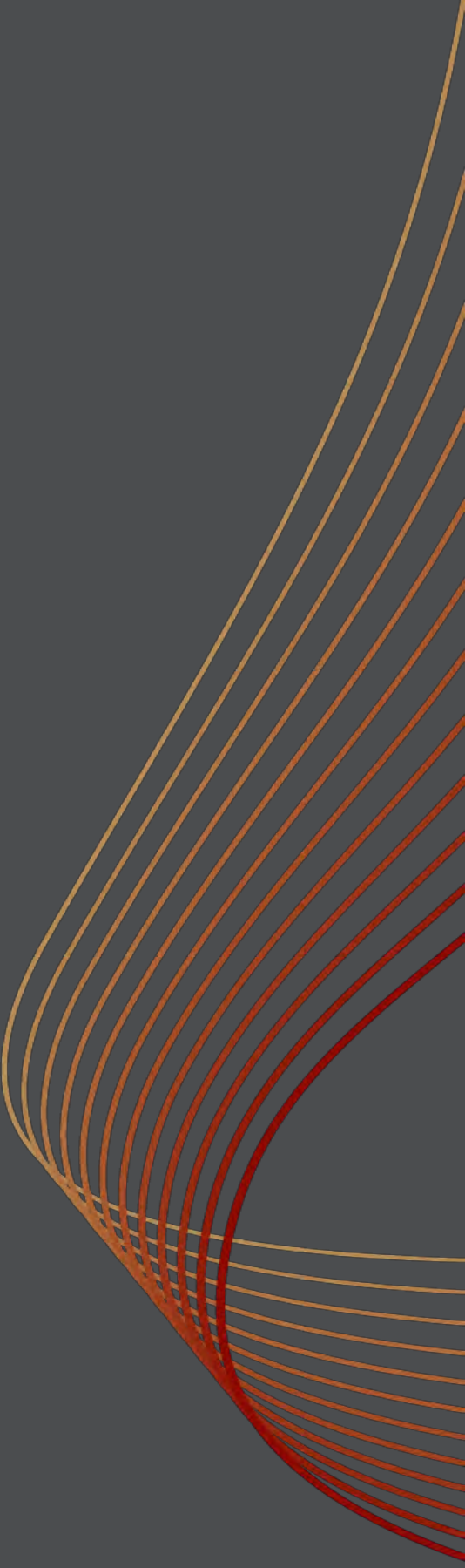
- After weathering the first wave of the storm, it is critical to mark a business as usual approach to your operations.
- Take care not to re-ignite the fire.



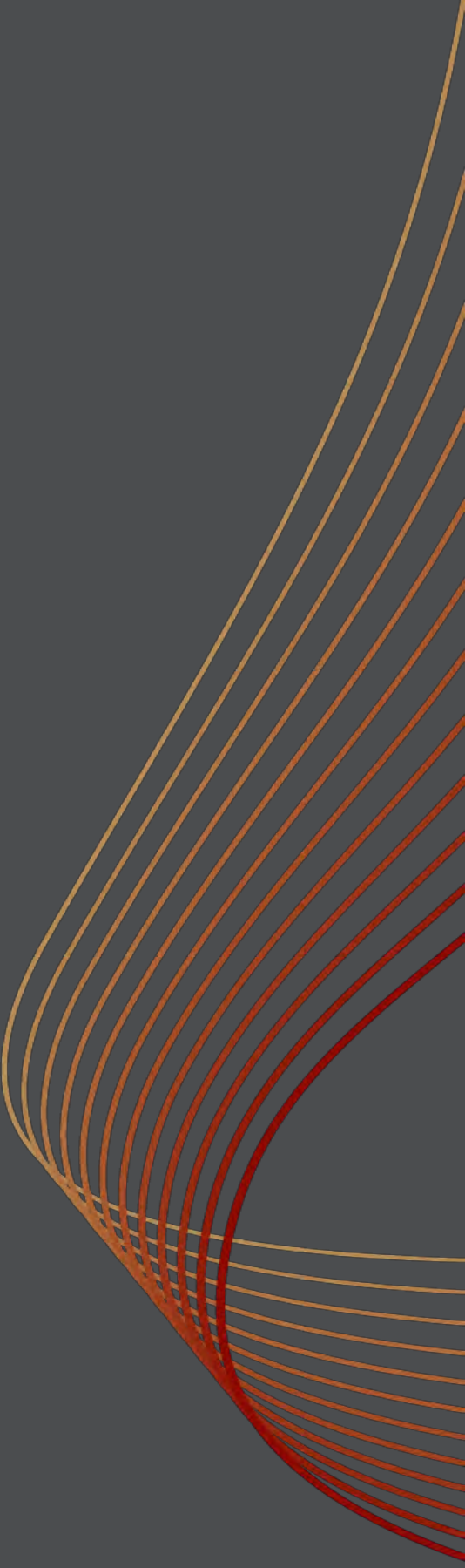
- Local or viral
- One-off or systemic problem
- Real or perceived problem
- Action/reform needed
- Ask yourself the hard questions



- Management
- Workforce
- Customers
- Partners/vendors/sponsors/advertisers
- Regulators
- Public at large

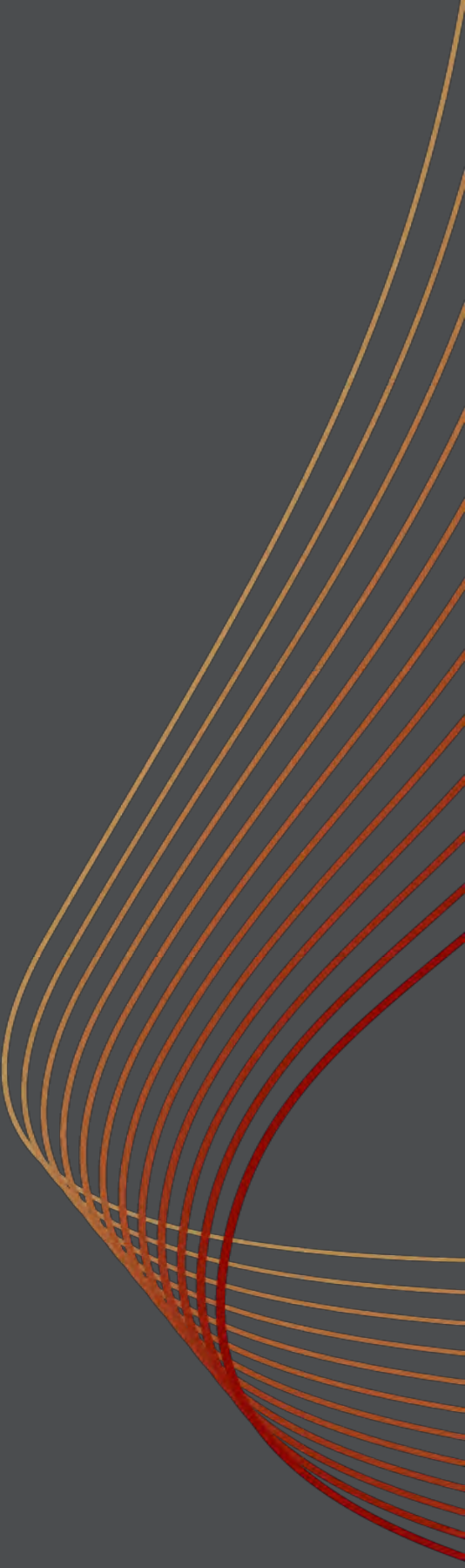


- Speak with one voice
- Tell the truth
- Express empathy for someone's misfortune
- Make positive points, even if specific charges are not addressed
- Correct false narratives
- Consider legal implications



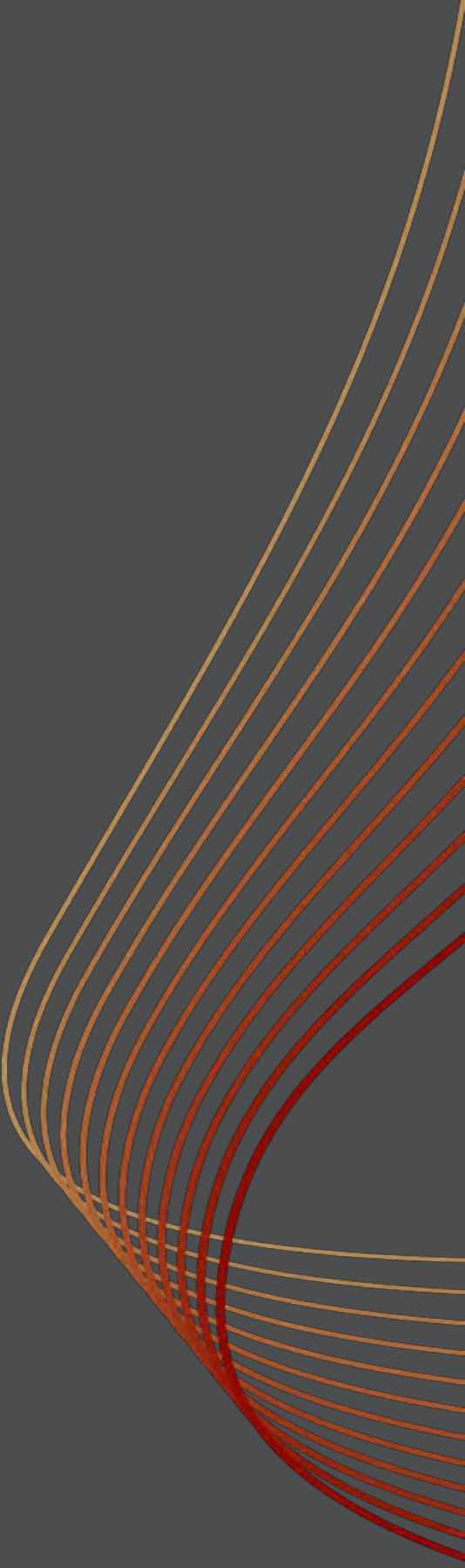
- Does the company admit fault, or deny responsibility?
- Does the company apologize to the aggrieved party (employee, customer, other), or attack his or her own conduct/motives?
- Does the company provide a detailed explanation of what happened, or leave it high level?
- Does the company fashion one message for internal consumption, and another for external consumption?

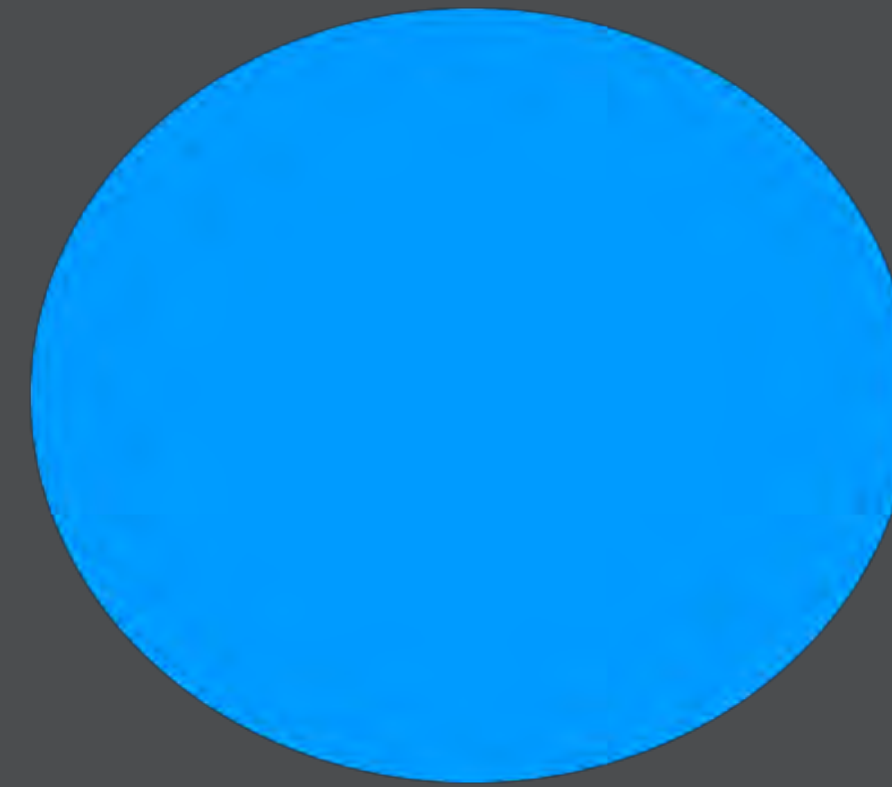
Case Studies and Discussion of Crisis of Control





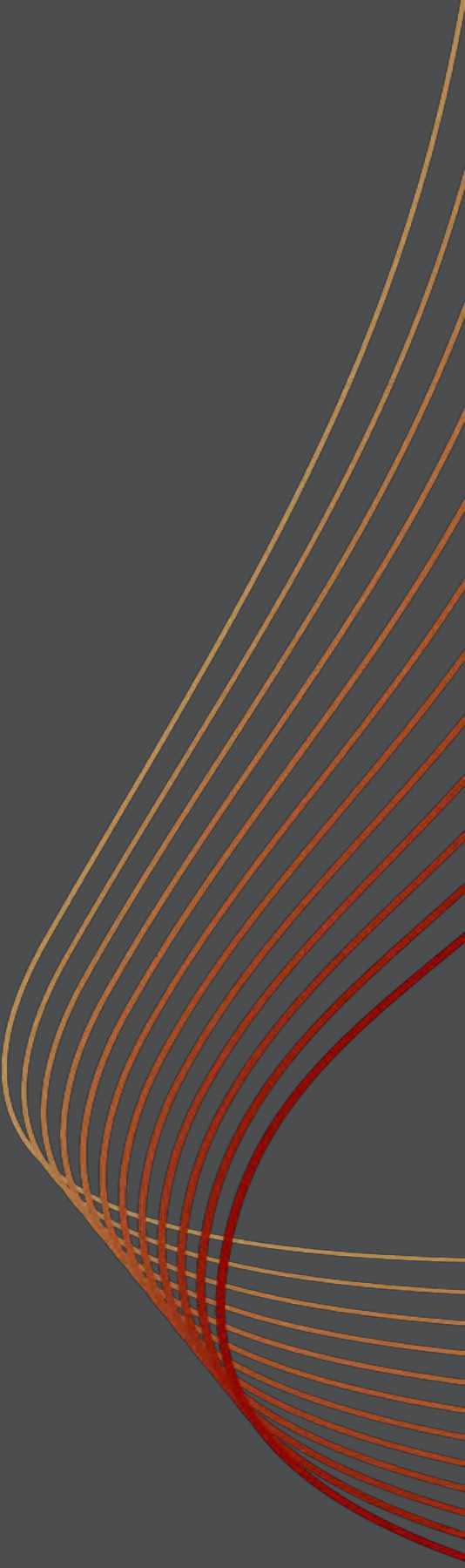
Angela Lansbury says women must “sometimes take the blame” for sexual harassment





**USA
TODAY™**

“Devastated” Angela
Lansbury says sexual
harassment remarks taken
out of context



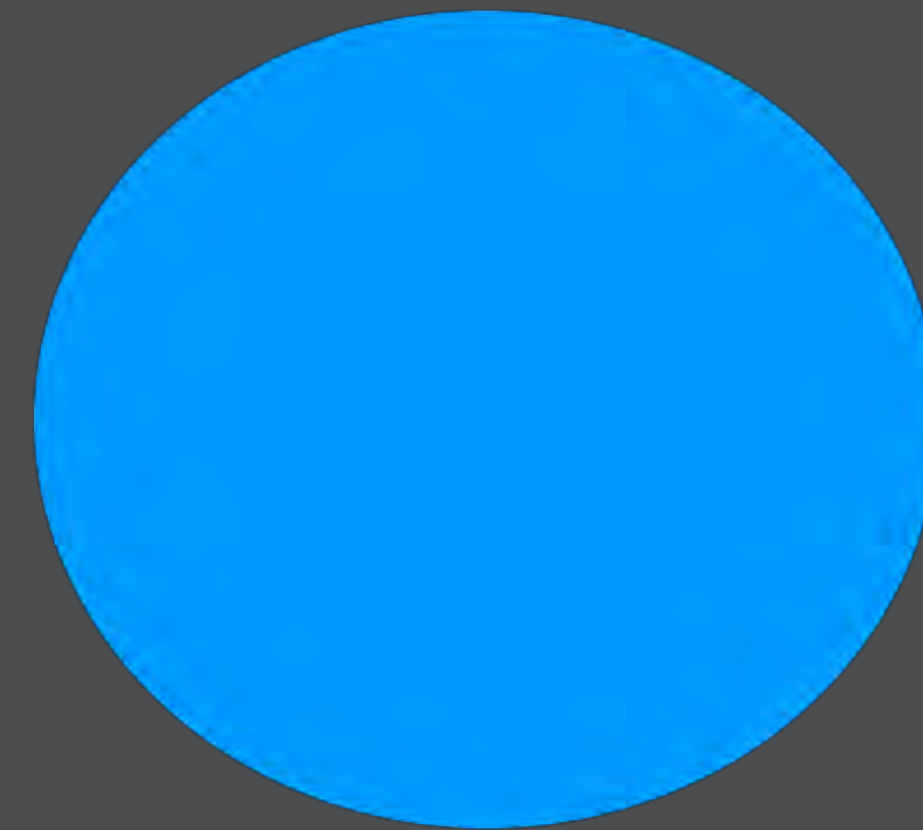


Charles Schwab Co-founder
Michael Schwab sued over
\$25M RE investment fund



Investor Michael Schwab wins against fraudulent lawsuit by Nicholas Behunin that sought \$25M





**USA
TODAY™**

166-year old Tadich Grill
scorned for owner's alleged
racism



San Francisco Chronicle

Embroided in dispute, Tadich Grill fires back, blasting lawsuit as “without merit”



SFGATE

Black women “humiliated”
after getting kicked off
Napa Valley Wine Train

CASE STUDY – NAPA VALLEY WINE TRAIN

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Napa Valley Wine Train apologizes for booting black women's book club: "We were 100% in the wrong"



SFGATE

SF's Bohemian Club to pay
workers \$7 million in
settlement





SINGER ASSOCIATES, INC.

PUBLIC AFFAIRS & CORPORATE COMMUNICATIONS

“The camps at the Bohemian Grove treat their valets very well. They are beloved members of the family. Many of them serve for generations at different camps within the grove. Unfortunately, in the world of courtroom law, it takes more money to prove your innocence than it does to settle in cases like this.—Singer Associates



The Mercury News

Escaped tiger kills visitor,
mauls two others at SF Zoo



Los Angeles Times

Tiger that mauled three teens at SF Zoo appears to have been provoked, report says



Q&A

UPCOMING VIRTUAL EVENTS

“Meeting & Event Outlook and Beyond”

Join us for a special webinar where we will hear from local meeting and event planners as we go over their experiences, the meeting forecast and more!

Wednesday, August 5th | 11:00 AM

“Reopened & Ready with Canyon Ranch” (FB LIVE)

Join us on Facebook LIVE hear from the Canyon Ranch Wellness Center in Woodside, CA as they prepare themselves to reopen and welcome back guests. They have some exciting things coming up!

Thursday, August 12th | 11:00 AM

“Reopened & Ready with SF Wine School” (FB LIVE)

Join us on Facebook LIVE to hear from the SF Wine School as we discussed California Wine Month, upcoming classes, and their exciting plans for the future.

Wednesday, September 9th | 11:00 AM

SPECIAL REQUEST

San Mateo County Historical Association *COVID-19 Stories*

The San Mateo County Historical Association is collecting stories that chronicle changes to people's daily lives in the wake of COVID-19. Journal entries from the past provide a glimpse into what daily life was like during a specific time period.

They also provide insight by showing individual reactions to significant historical events. All ages and backgrounds are encouraged to participate.
[More Information >>](#)

TAKE THE PLEDGE!

www.ReopenedandReady.com

SAN MATEO COUNTY

SILICON VALLEY
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Thank you for Joining Us!

ADDITIONAL QUESTIONS?

Please contact Nova Maldonado at Nova@visitsmcsv.com.

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visitsmcsv.com