



Nailing Your Crisis Media Conference

with Doug Weller

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I'd like to acknowledge the
Traditional Owners of the land on
which we meet today. I would also
like to pay my respects to Elders past,
present and emerging.

Nailing Your Crisis Media Conference



Time for questions after the presentation




Using the COVID-19 media conferences as examples



Review COVID-19 media conferences after this webinar



Every media situation is different – always seek professional communications and legal advice before dealing with journalists and the media



About Your
Facilitator

Doug Weller

corporatemediaservices.com.au

About
Corporate
Media Services

TRAINING COURSES

Media Spokesperson Training

Executive Media Training

**Crisis Media
Communications Training**

Presentation Skills Training

Customised and Interactive



Your Plan

- Formulate a strategy
- Establish your Crisis Communications Team **now**
- List likely incidents **now**
- Anticipate questions - prepare your messages and holding statements **now**
- Prepare your other communication channels – social, website etc

Breaking
NEWS



Your Plan

- Keep media informed - who will take media calls?
- Unexpected doorstep protocols
- Is your spokesperson trained - do you have back up?
- Pick a safe media point – outside
- How long will the spokesperson stay?
- Seamless entry and exit





Your Audience

- Use the media to deliver your messages to your audience
- Identify your internal and external audiences **now**
- Stakeholders
- Government or Business
- Staff and Family
- Local residents

THE MESSAGES

- Get on the front foot - quickly
- Confirm the incident
- Offer empathy
- Offer condolences
- Clear, concise and jargon free statement or messages
- Be honest, transparent and genuine



THE MESSAGES

- Dismiss hypotheticals
- Don't speculate
- Don't go 'off the record'
- Control and deliver the message 'the grab' – then stop
- Own your words
- Confidence is the key
- Rehearse out loud



A person in a dark suit is holding a silver microphone in their right hand and a rolled-up white document in their left hand. The background is dark and out of focus.

Four Point Message Guide

This is what we know...

This is what we don't know...

This is what we are doing...

This is what we want you to do...

- Call To Action

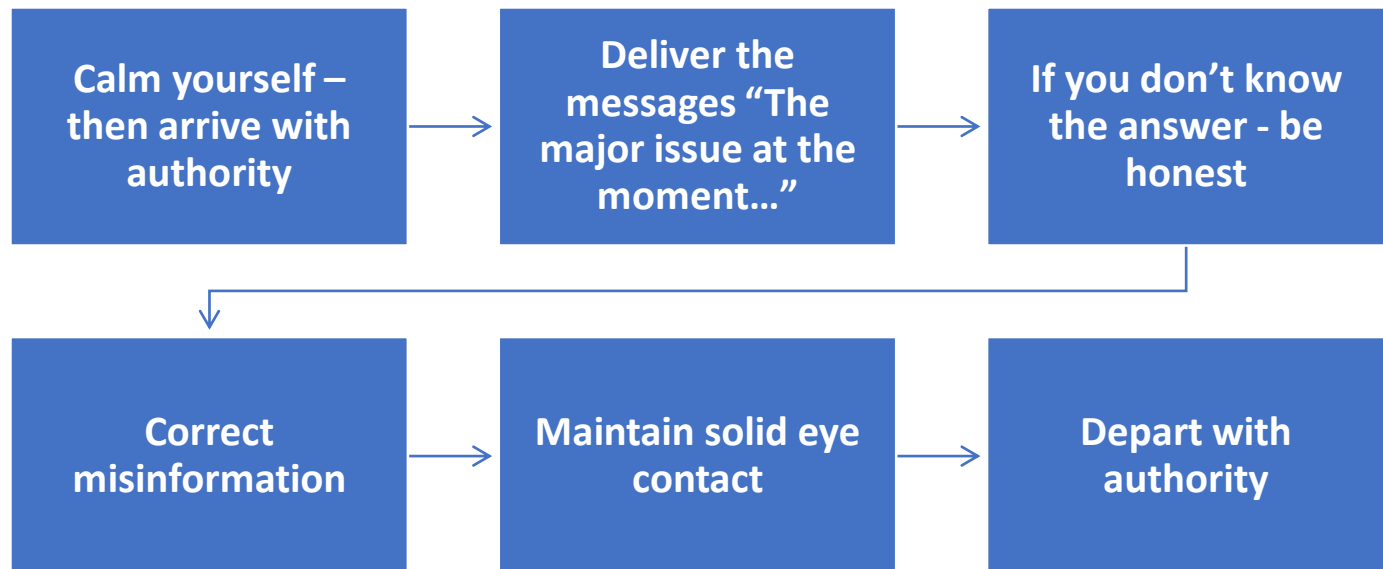


LOOK THE PART

- Plain Business Attire
- Smart Casual
- High Visibility Vest
- No transition glasses or sunglasses



The Media Conference





Final Points

- Remove your phone
- Don't confuse the messages
- Don't deliver throw away lines
- Don't get annoyed with the journalist



Final Points

- Pick your background
- Should I update or conduct a one-on-one interview later?
- Monitor the coverage
- It's a partnership - but be careful

THE BOTTOM LINE

- Start planning now
- Look professional
- Sound professional
- Stay on message
- Remain calm





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Next Webinar Early 2022

Any questions?



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