

# Eileen Wixted

A strategic communications veteran with core competencies in nuclear and health care industries.

Eileen spent more than a decade as a broadcast journalist and is the recipient of an Emmy Award. She is a graduate of Michigan State University with a degree in mass communications.



# W P N T

- Wixted Pope Nora Thompson & Associates
- a strategic communication, crisis management and training firm.
- [www.wpntworld.com](http://www.wpntworld.com)

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Manager

- RI Media Relations Department
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IN THE ABSENCE OF INFORMATION

PEOPLE WILL BELIEVE THE WORST

# Dealing with the media is

HIGH RISK and NO CONTROL

(deal early)

(short and concise  
message)

# THE PYRAMID

YOU  
MESSAGE  
AUDIENCE  
GOAL

NET  
IMPRESSION

# GOAL

- Goal- fault no fault(tornado) promotion
- What is the issue What is your overall strategic objective

# AUDIENCE

- who ?
- students?
- Parents?
- Hosts?
- Community?

# MESSAGE

- think in headlines
- Premise statement
  - support for statement
  - anecdotes
  - personal story
- MEDIA CAN BE YOUR MEGAPHONE

# YOU

The most important part.....

care and concern

care and concern

# Crisis communication

- 1. Show care and concern
- 2. information
  - What happened
  - Why did it happen
  - What should have been done or had been done to prevent it from happening

Some answers to use...

# Answers to questions

- I know
- I know but cannot share
- I don't know (maybe say will get this information)
  
- Do not repeat negative questions
- Bridge to positive response
- Keep it short

# YOU AGAIN

- How to present yourself
  - Hands in front, relaxed, holding a plate
  - Foot in front / angle or straight ahead firmly
  - Stand still
  - Stand straight
  - Look the interviewer in the eyes.. NOT THE CAMERA
  - Pause before answering each question..think

# YOU AGAIN

- LOOK AT THE INTERVIEWER
- SHOW CARE AND CONCERN FIRST
- GIVE THE RESPONSIBLE ACTS TAKEN
- DO NOT REPEAT NEGATIVES
- BRIDGE TO POSITIVES
  - Practice Practice Practice

# Oh I forgot the most important

- Have a crisis plan for your district or multi district
- Train your clubs, hosts and counselors to use it

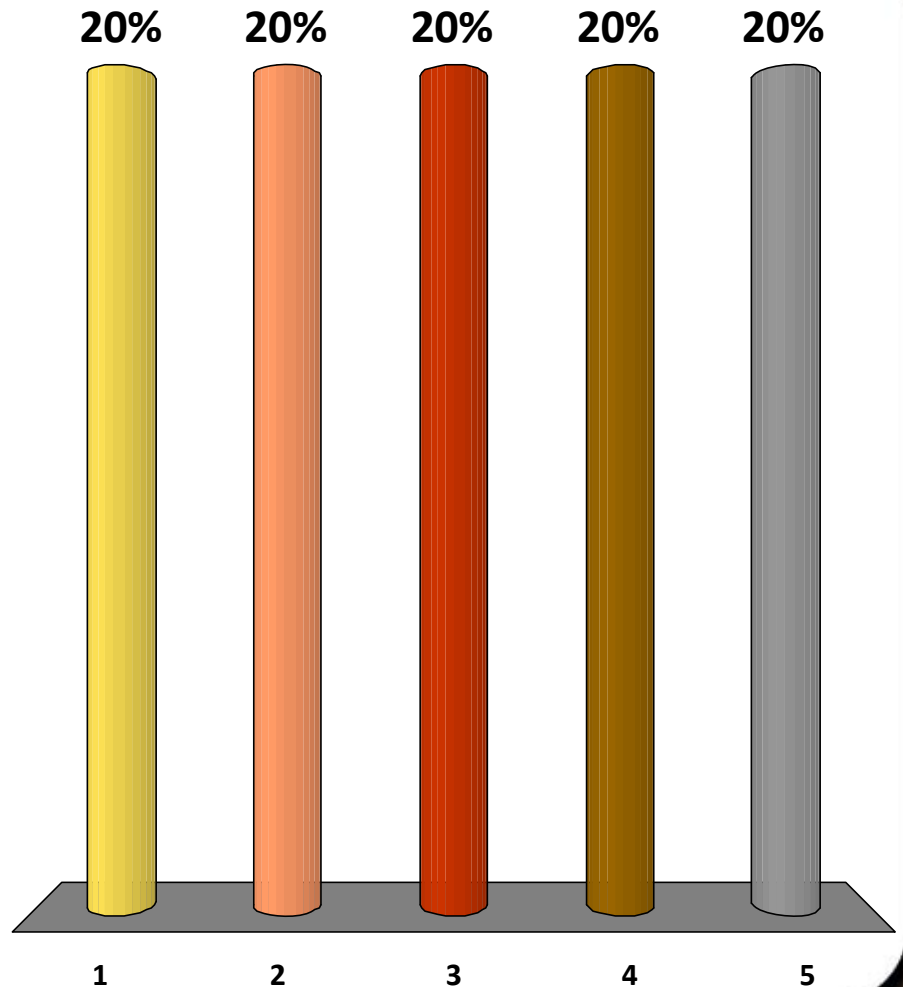
# Conference Evaluation

## Crisis Media Communication



# Crisis Media Communication

1. Very Valuable
2. Somewhat Valuable
3. Neutral
4. Of Little Value
5. No Value



# Conference Evaluation

Thank You

