



Communication

Chris Stauffer

Senior Consultant –

Media Relations

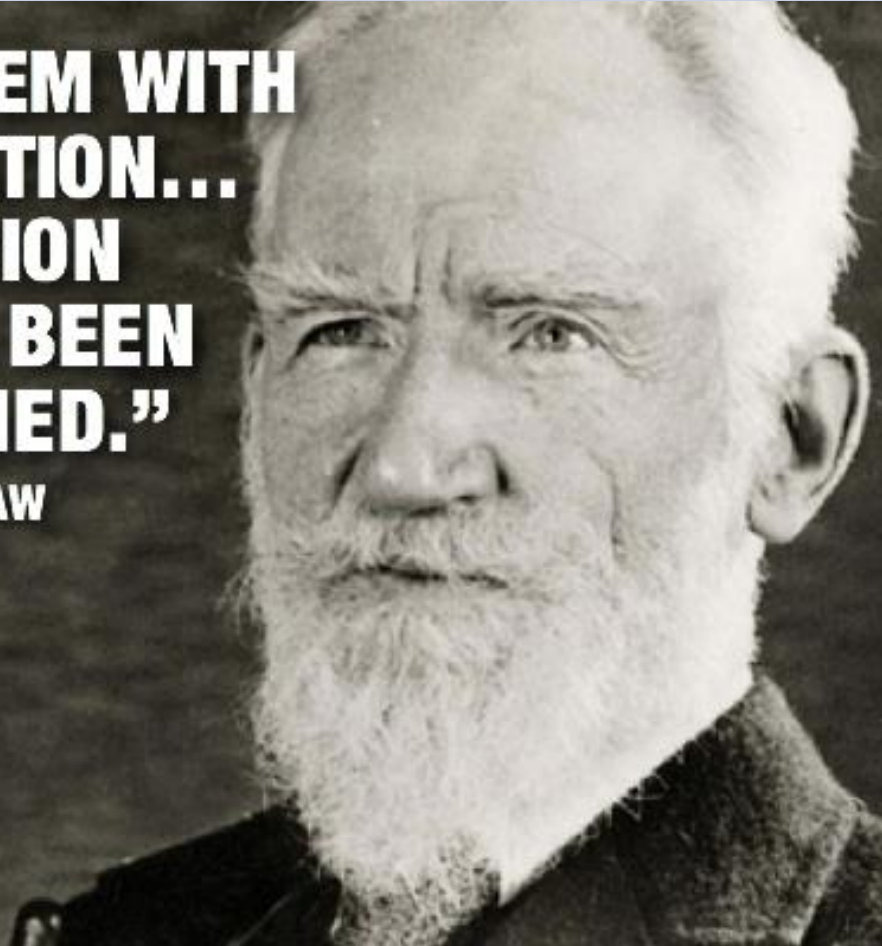
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Communication

**“THE PROBLEM WITH
COMMUNICATION...
IS THE ILLUSION
THAT IT HAS BEEN
ACCOMPLISHED.”**

GEORGE BERNARD SHAW

justadandak.com



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Communication

Of all of our inventions for
mass communication,
pictures still speak the most
universally understood
language.



Walt Disney
American film producer
(1901-1966)

QuoteHD.com

It's A Small World After All...

- Who Do You Know?
 - Stalker much?
- Trade Publications
 - They need you
- What is a Good Story?
 - Ask
- Free vs. Paid Ads
 - Free is cheaper
- Pictures
 - One thousand words



Crisis Communication?

Crisis Communication is:

Any situation that threatens the integrity or reputation of your company.



Crisis Communication

- Accident
- Theft
- Dispute
- Fire
- Flood
- Man-made Disaster
- Human Error



What Do You Need?

Creating a **Crisis Communication Plan**



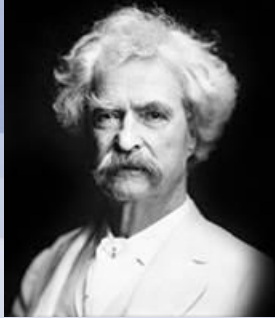
What Do You Need?

- Core Team
- Core Team Calling Tree
 - Stash it!
- Establish a Spokesperson
 - Often not the Owner
 - Often not the CEO
- Develop a Message for:
 - Public
 - Internal to Co-workers
 - Board of Directors
 - Customers



Communication Messaging

It usually takes me
more than three weeks
to prepare a good
impromptu speech.



Mark Twain

American Author and Humorist

(1835-1910)

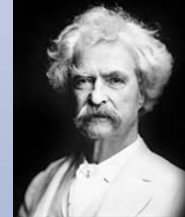
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Communication Messaging

- What does your neighbor think?
- Public Perception vs. Company Perception
- Truth – why not?
- Go back to the truth – it works!

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Communication Scenario #1

Statement is needed - What you know:

- Worker injured at main plant in La Crosse
- Fire crews rescue her from equipment
- Worker will lose her arm/may not survive/critical
- Taken to Gundersen Health System

Communication Scenario #2

Statement is needed - What you know:

- \$1,000,000 finishing sander (tool) was damaged beyond repair
- Company will be shut down for three days for investigation
- Company will lose \$200,000 each day the company is shut down

Communication Scenario #3

Statement is needed - What you know:

- OSHA, County Sheriff investigation underway
- Family of injured worker is talking with reporter
- Employee was not authorized to use the finishing sander

Communication Scenarios

What did you say in your statement?

What does your spokesperson communicate?

3 Key Messages...

“Our thoughts and prayers are with our co-worker who was injured at our main plant this morning. She is a valued, trusted and dedicated employee. Our work family is praying for her and her family.”

3 Key Messages...

“An accident occurred this morning at our main plant in La Crosse. One of our co-workers was seriously injured in the accident.”

3 Key Messages...

“Our thanks to the La Crosse fire department for their response. We are working with OSHA, the county sheriff’s department and our own internal safety team to learn more”

Questions from the Media

- Safety record?
- How much money will this cost the company?
- What happened?
- Are you worried about being sued?
- Will the factory need to be shut down?



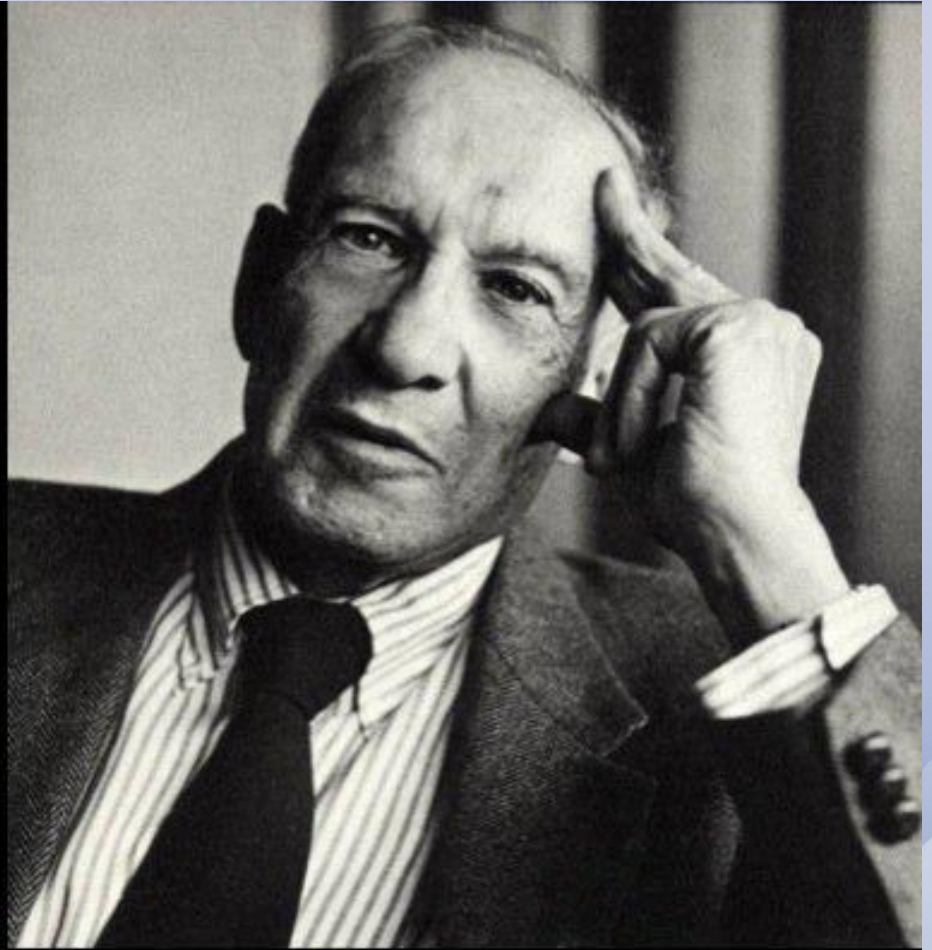
Communication

“

The most important thing
in communication is
to hear what
isn't being said.

– Peter Drucker

SUPERBcommunication.com



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DO NOT be this person...

- Be flippant
- Be boring
- Lie
- Speculate
- Answer questions beyond your scope or qualifications
- Go along with reporters assumptions
- Say too much
- Use jargon



Three Responses to Questions from the Media

- I know and I'll tell you
- I know and I can't tell you
- I don't know



Your Job is to Communicate this:

- PEOPLE is the most important thing
- Media wants emotion
- Empathy



The Message is Simple

“Our thoughts and prayers are with our co-worker who was injured at our main plant this morning. She is a valued, trusted and dedicated employee. Our work family is praying for her and her family.”

Bridging to Your Message

Transition to what YOU want to say

- Here is what is important...
- First let me say this...
- What I can tell you...
- What must be clear...



Bad things happen

**The most precious gift we have
is life itself...**