

MEDIA 101 & CRISIS COMMUNICATION TRAINING *LEAVE WITH A PLAN & TEMPLATE*

A crisis can happen at the speed of a tweet.
The flare of anger.
A bolt of lightning.
When it happens, you need to respond *now*.
That's why you need a crisis communication plan.
It helps protect your reputation, mitigates the loss
of revenue, and saves property and lives.

BY FAILING TO PREPARE, YOU
ARE PREPARING TO FAIL.

-BENJAMIN FRANKLIN

CREATE YOUR PLAN, SURVIVE THE CRISIS

Whatever happens to your business, having a dynamic crisis plan is an opportunity to show your customers, stakeholders and community that you're prepared and responsive.

The plan will help you control fast-moving threats against your business, reputation and leadership.

If you don't control the narrative, someone else will.



**TRAINING DATE AND TIME WILL
BE SET UPON BOOKING**

CRISIS EXPERTS



Deborah Sherman, former FBI Public Affairs-Denver and 13-time Emmy award-winning investigative journalist, is certified by the U.S. Dept. of Homeland Security FEMA in Incident Command, Social Media in Emergency Management & Joint Information System Planning.



Diane White, a former award-winning TV anchor and reporter is now the owner of DWPR, a public relations and event management firm in Tulsa, OK. She has been consulting, developing media strategies, training executives on how to deal with the media, and obtaining organic media coverage for businesses for 20+ years.

"Deborah is one of the most thorough and professional individuals I've had the privilege to associate with. I would recommend her strongly for public relations, particularly crisis management."

- Jeffrey C. Price, Aviation Security and Safety Expert, Author and Trainer.

"Our company's growth of over 300 percent since working with Diane is a true testimony of how her support has helped move our company forward. She pushes us to be the best we can be whether it is helping us produce the most efficient marketing materials for our company or helping with our company's messaging and on-air delivery. She works with us until perfection."

- Adrienne Kallweit - Owner, SeekingSitters Franchise System, Inc.

HOW WE CAN HELP

A reporter calls on a weekend. What do you say? With your dynamic crisis communication plan and template, you'll be able to reply quickly and intelligently. Your plan sets protocols for working with the media, offering empathy to victims, and becoming the source for future positive news stories.

You see someone has posted a negative comment on social media about your business. It has already gone viral. Your crisis plan will give you the steps to change the conversation, leverage the publicity, and showcase your commitment to customers, stakeholders, services and products, and safety.

During the training you will receive:

- A checklist for what to do in crises, from social media posts to life-threatening situations.
- Hold statements that are ready to send with positive information about your business.
- Real-life crisis and company responses: The good, the bad, and the ugly.
- Tips to work with the media.

*For pricing and a list of other services offered by the Media Insiders, email deborah@jacktracmarketing.com or diane@dianewhitepr.com