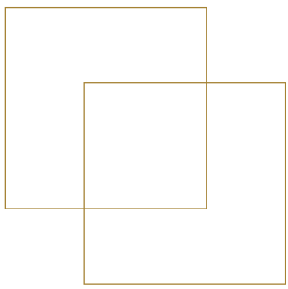


**MEDIA CRISIS
GUIDE:**

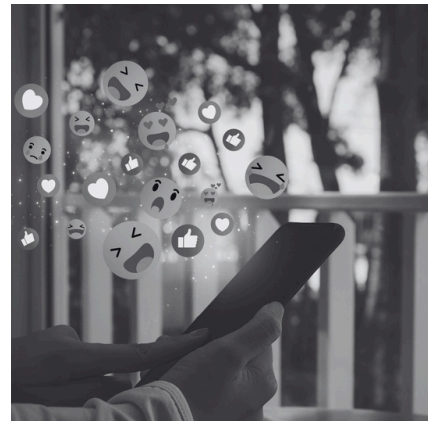
HONOR

& GOLD

TOP 5 TIPS FOR
HANDLING A VIRAL
MEDIA CRISIS



EMPOWERING YOU WITH MEDIA EXPERTISE



Thank you for taking the first step towards mastering media interviews & safeguarding your organization's reputation.

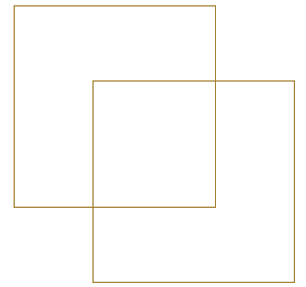
Inside, you'll discover expert strategies to navigate tricky questions and control the narrative. Whether you're facing a potential crisis or aiming to enhance your media presence, these proven tactics will empower you to shine in every spotlight.



ABOUT HONOR & GOLD

With global experience in earned media placements, media relations and crisis communications, we can help you meet the challenges of today's media environment with poise.

>>> www.honorandgold.com



MEET THE TEAM

Kate Monaghan Connolly



Stephen Connolly

New York City residents with a shared passion for mission-driven endeavors, Kate & Stephen bring a dynamic combination of expertise to their clients.

With Kate's background in leadership and storytelling complementing Stephen's diverse experience in finance, entertainment, and consultancy, they empower brands and individuals across industries with media expertise.

WHICH OF THE FOLLOWING STATEMENTS IS REALISTIC?

- A** *“I want to lay off ten percent of my employees but I don’t want any criticism.”*
- B** *“I want to light my house on fire but don’t want it to burn down.”*
- C** *“I want to host a controversial speaker but I want everyone to be fine with that.”*
- D** *“I am fine with having a surgery as long as no incisions are made.”*





If you answered, “none of the above,” congratulations - you are already a long way towards understanding crisis management.

In some cases, we could get lucky, maybe the fire won't burn long enough to destroy your house or maybe the news cycle works in your favor because of something else massively distracting.

Usually not a good thing, (ahem - global pandemic)!

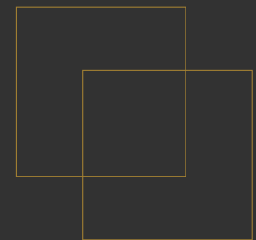
But most of the time, wishing for outcomes like these is entirely unrealistic and makes you even worse off because you get **stuck in a cycle of defensiveness and delusion.**



**“THE MEDIA
IS SO UNFAIR!”**

No, they are doing
their job.

**We are
psychologically
primed...**



...to be interested in bad or sensational news
and the news works accordingly.

The truth is, most crisis communications situations are self-inflicted. There is an external force - news media and their audiences - but they're not the issue.

Your issue is the issue. If you are having a viral media crisis because a member of your team was extremely rude to a customer - that's a team training problem.

So often when we become distracted by a crisis becoming newsworthy, we miss the underlying issues and the learning opportunities inherent in making mistakes. Even though they are uncomfortable, try to look at them as opportunities to do better.



IT'S NOT SO TERRIBLE TO

EXPERIENCE A CRISIS

COMMUNICATIONS EVENT

BUT IT IS TERRIBLE TO

MANAGE IT POORLY AND GIVE

IT A LONG LIFE.



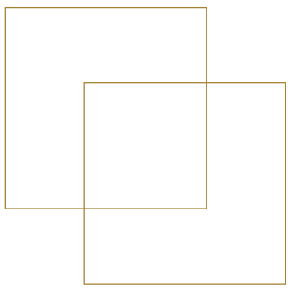
...OR IN THE SHORT AND PITHY WORDS
OF THE NEW YORK POST:

*If You Don't Want It On Page Six
- Don't Do It.*



Just remember, you do have an agency
you can turn to for help, as well as this
guide that includes high level tips on
managing a crisis while you are in it.

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“SHORTEN THE PAIN.”

The foundational motto to all of your crisis management.

Eventually the media cycle will move on to something new - your actions can determine how fast that happens.

HERE ARE OUR 5 TIPS

FOR HANDLING A

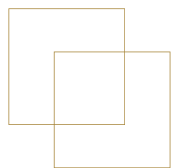
VIRAL MEDIA CRISIS...



TIP #1: ACT LIKE A JOURNALIST

FIRST - GET ALL OF THE FACTS.

- Go straight to the primary source for each part of the story - do not depend on second hand information.
- Your job is to make sure you know more than the reporters covering your crisis - so you can anticipate questions and issues from the beginning.
- Be especially careful with leadership narrative - they may not know all of the details, you need to talk to people on the ground.





TIP #2: BE REALISTIC.

THE NEXT BUILDING BLOCK.

- Every outlet and media member generally has a narrative. Be sensitive to that narrative and what goes against it.
- It doesn't matter how “unfair” you feel the coverage is. Accept that it is and learn from the experience to help you in the future.

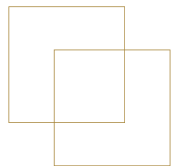




TIP #3: APOLOGIZE.

IT DOESN'T SHOW WEAKNESS.

- A sincere apology can not only shorten the pain of a bad story but it can also prevent a bad story in the first place.
- Think of all the news stories where someone refuses to backdown and then, after much pressure, eventually caves or apologizes.
- The company didn't cave because of their deeply held values - they succumbed to pressure. If you are not going to withstand immense media and societal pressure (and most companies aren't) then take the long view and ownership of the situation.





TIP #4: KEEP IT SIMPLE.

MIXED MESSAGING IS CONFUSING & MISLEADING.

- **Streamline it:** Manage your social comments, internal comments, including meetings, with the same messaging.
- Neither donors nor board members need special messaging. You can tweak the messaging according to the medium, but the substance should be the same for every channel.



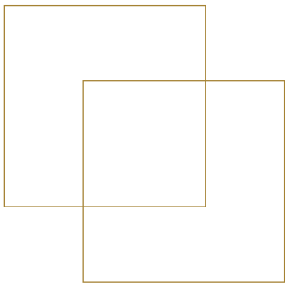


TIP #5: NEVER EVER LIE.

COVERUP EQUALS BLOWUP.

- We'll say it again... **Never ever lie.** It might not hurt you today or even tomorrow, but it will come back to haunt you.





DID THESE TIPS HELP?

[CLICK HERE TO LEAVE A REVIEW ON GOOGLE.](#)

Want personalized tips for your brand?
Honor & Gold can help you master interviews, create newsworthy stories and captivate your audience through virtual & live training sessions.

Schedule a free 20-minute consultation today!

Book Now

Our Clients Have Been Featured On:



The New York Times THE WALL STREET JOURNAL.

