

STORYTELLING AMPLIFIED:

**MASTERING PR
AND MEDIA TRAINING:**



**BUILDING RELATIONSHIPS WITH THE PRESS
& CRISIS MANAGEMENT**

The Human Connection in Public Relations

March 21, 2024

Nonprofit Resource Hub ZOOM

12:05 PM- 1:00 PM

PEOPLE DO BUSINESS WITH PEOPLE THEY LIKE

and people who make their job easier

reporters are no different

SAY "YES"

then provide what is needed -

more efficiently and with a better attitude than others

DO TARGETED OUTREACH

make the phone call- send the text or email

reporters are looking for stories to tell

TIME ISN'T UNLIMITED

never waste a reporter's

by continually pitching stories that aren't relevant

TRUST AND CREDIBILITY

are crucial to establishing relationships with
reporters

this is no different than in other aspects of your life

A 'THANK YOU' GOES A LONG WAY

many people forget to express their appreciation

reporters remember

PLAN FOR A CRISIS

just because you (or the client) haven't had a crisis yet, doesn't mean you won't have one!

you must be proactive and have a plan in place

CREATE A CRISIS COMMUNICATION ORG CHART

who do you feel represents the company/business
in crisis best?

many times this is not the owner or founder

BECOME FAMILIAR WITH THE 5 C's

concern, commitment, competency, clarity, and
confidence

who projects these elements best?

IT'S NOT A SIGN OF WEAKNESS TO SHOW CONCERN

spokespeople must convey empathy and care
during a crisis

genuine communication- rather than lawyer speak-
resonates better with reporters and real people

COMMIT TO IMPROVING THE SITUATION

ensure that the reporter -and ultimately the audience-
is aware that you or the spokesperson will see the
efforts through to a resolution

it is essential to communicate any lasting changes
being implemented to prevent a recurrence

COMPETENCY RE: MANAGING THE SITUATION

maintaining your -and the organization's reputation- are crucial aspects during a crisis and it's essential for reporters and ultimately the audience to perceive that you are capable of effectively managing the situation

rebuilding trust among all stakeholders hinges on
this critical step

CLARITY IS KEY IN CRISIS COMMUNICATION

your messages during a crisis- to your team, reporters,
or customers- must be precise
about the situation, its causes, and necessary actions

it's crucial to get your messaging right

CONFIDENCE IS CRUCIAL

when delivering crisis communication messages, it is crucial to have confidence- to communicate with assurance to earn and maintain the trust of your audience

just one more reason to have a crisis management plan at the ready

i will now pass the screen to jen oliva for her to
discuss media training

for a more concentrated conversation and strategy
development tailored to you and your company,
please don't hesitate to get in touch

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