



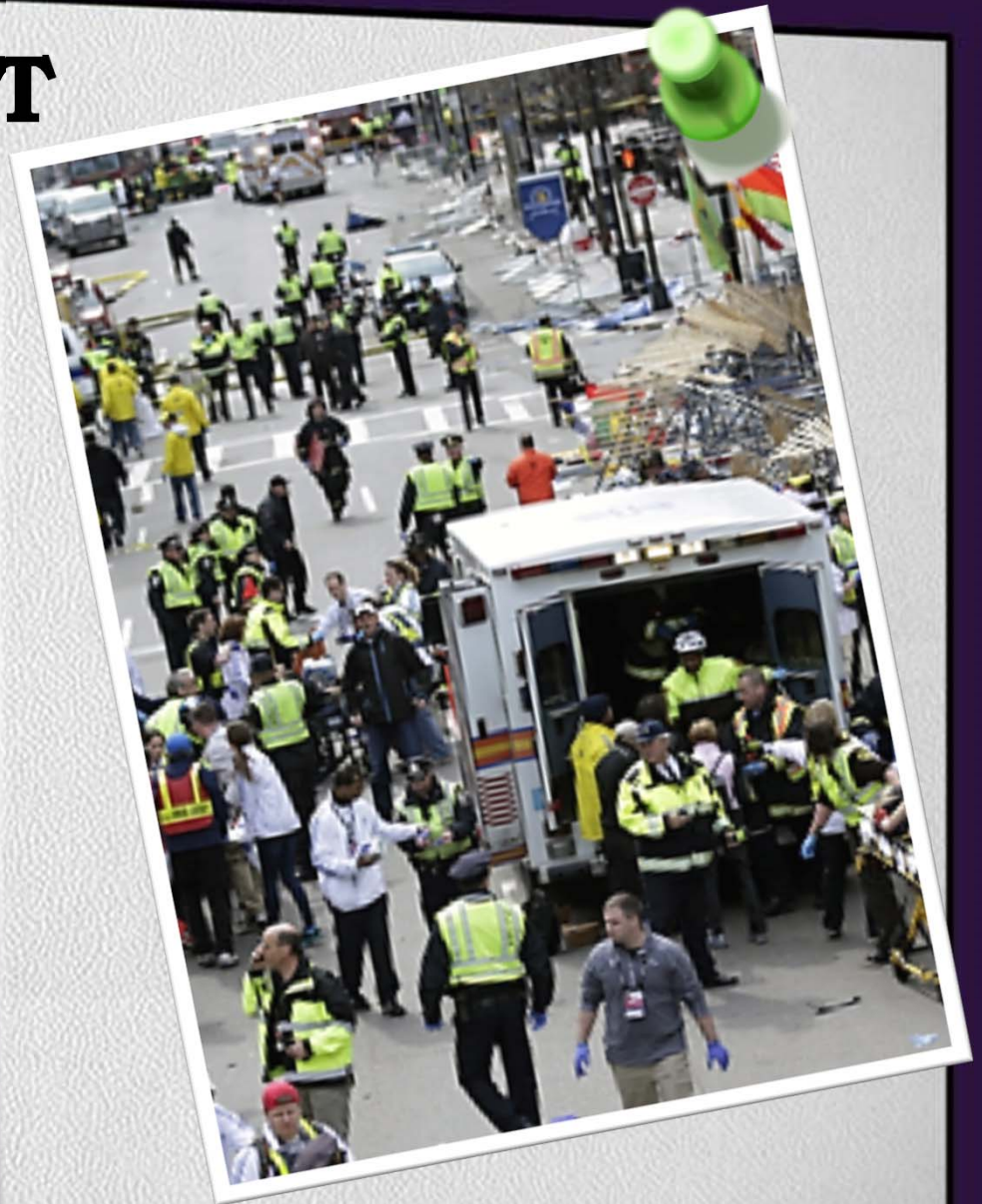
# COMMUNICATING WITH DIFFICULT AUDIENCES

*Managing  
the  
Message*

**Karen  
Friedman**

# PUBLIC MINDSET

- Anxious. Scared.
- What to do
- How to keep safe
- Where to access information
- Reassured
- Word choice



# YOUR ROLE

- Informed/safe
- Address fears, not just deliver facts
- Clear Messages
- Empathy
- Listen, don't interrupt
- Stay calm





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***Bright Beginnings School hosted a luncheon for their sports teams. After the luncheon several students became ill with upset stomachs. The event was catered from Da Best Deli though several parents also brought in items. The parent's group is demanding the Health Department investigate the reported illnesses. In addition, the health department is receiving calls from nearby schools concerned that students from Bright Beginnings may have also spread illness to their student body.***

# DON'T BURY THE LEAD



**ISSUE**

Situation

Why/How

Facts

**STORY  
AUDIENCE**

**DPH ACTIONS**

Actions

Timeline

Expectations

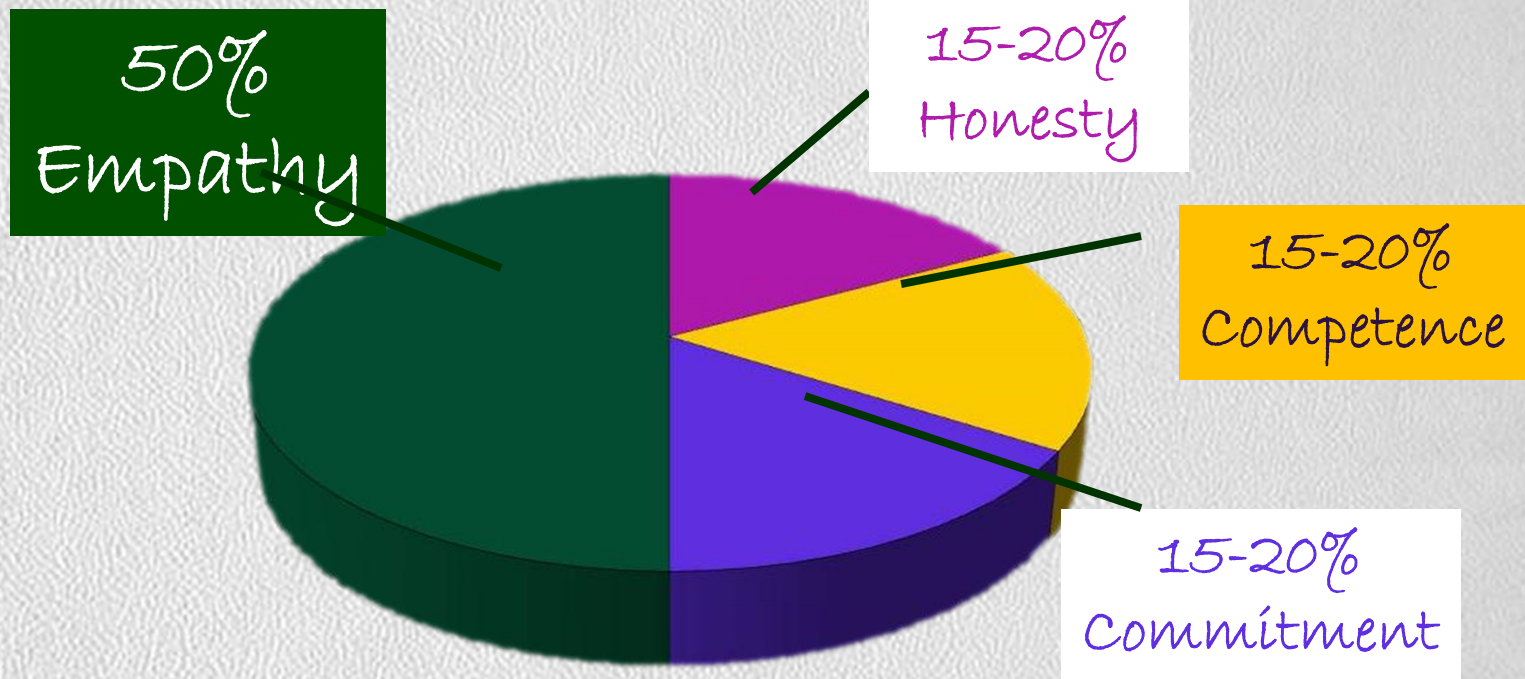
**CUSTOMER**

What to do

Symptoms

Info

# Personal Credibility Reaction



People don't **care**  
how much you **know**  
until they **know**  
how much you **care!**

# Bridge to Message



*In fact*

*It's important to understand*

*What you might find interesting*

*That is a common misperception so let me clarify*

*First, let me say*

*Let me also point out*

*In reality*

*What we do know is*

*I'm not going to speculate; what I can tell you*

*That is not entirely correct, the truth is*

*You might think that, but in my experience*



A - T - M



Acknowledge  
Transaction  
and Address





# EITHER/OR

- Either you are going to fix the problem instantly or you aren't—yes or no?
- This is a complicated issue and we have people at the hospital now doing everything possible to resolve this as quickly as possible.

# NEGATIVE

- Isn't it true you are nothing more than a crook?

- I am not a crook  
– Richard Nixon

- I am an honest man

# I CAN'T SAY



- I know you can't say much but can you confirm the patient is improving today?

- I really can't comment on his condition
- It's important to understand federal laws prohibit me from giving specifics. In general, I can tell you that he is safely quarantined and we are watching him carefully.

# HOSTILE

- Everyone offers this so I don't think it's such a big deal or the way to go.
- Everyone doesn't offer this and if you took the time to investigate
- You are correct but lets discuss what's different about our program

# TOP 10 ANGRY CUSTOMER TIPS

- 
- 
1. Acknowledge feelings
  2. Apologize for inconvenience
  3. Put yourself in their shoes
  4. Listen, don't interrupt
  5. Avoid confrontation and defensiveness
  6. Ask questions
  7. Summarize to show you're listening
  8. Explain what you can do
  9. Stay calm
  10. It's not personal



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