



**Karen Friedman**  
— ENTERPRISES —  
CREATING COMPELLING COMMUNICATORS

# COMMUNICATING DURING CHALLENGING TIMES

## Protecting Your Reputation



# How do we communicate?



# How do we communicate?





## Fight or Flight

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### **PROBLEM**

Cornered  
Threatened  
Angry. Defensive

### **FIX**

Acknowledge  
Take responsibility  
Focus on solutions



WCCO EXCLUSIVE



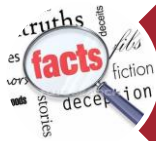
# MUCH HAS CHANGED



3 of 5 social media users share without reading



No critical thinking or understanding



More likely to believe a friend, than fact



News stories unfold without your input



Fried Rat Syndrome

# FRIED RAT SYNDROME

**Facebook Post**  
**Reddit goes viral**  
**130,000 shares**  
**Millions view**  
**Reuters story**  
**Snap judgments**  
**Not true**





**DON'T WAIT**  
**GET AHEAD OF STORY**  
**TWEET. TEXT. POST.**  
**COMMUNICATE**  
**APOLOGIZE**  
**DO DETAILS LATER**

## **PASSENGER REMOVAL**



**UNITED AIRLINES**

**“There's no one who wants this thing over more than I do. I'd like my life back.”**

**Tony Hayward**



**BP OIL SPILL**



**Asked and declined medical  
Across from hospital with AC  
Fireman reported problem  
State safety violations  
Health and maintenance issues  
Owner fraud  
Could have prevented**







**Still investigating**  
**No sign of wrongdoing**  
**Perceived as proactive**



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# U.S.



## DEADLY NIGHT

When did you know about it?  
 What did you do about it?  
 Could you have prevented it?

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# PRACTICE SCENARIO

**--Two staff members at the Abramson Center for Jewish Life are under investigation for possible elderly abuse.**

**--It stems from an incident at the North Wales campus last week. Administrators at the facility called the police department after a family member of a patient reported possible abuse of an elderly couple.**

**--The police report says the couple's son suspected something inappropriate was going on, so he installed cameras inside the room where his parents stayed.**

**--The report says the video shows two nurses yelling and swearing at a patient, and roughly handling her. It also said the video shows nurses pulling her arms, causing her to scream out in pain.**

**--The Abramson Center suspended the two employees, who are listed as certified nursing assistants as soon as the incident was reported, pending the outcome of an investigation.**

A silhouette of a person in a suit, holding a large, light green speech bubble with a red outline above their head with both hands.

**It's**

A silhouette of a person in a suit, holding a large, light green speech bubble with a red outline above their head with both hands.

**Your**

A silhouette of a person in a suit, holding a large, light green speech bubble with a red outline in front of their chest with both hands.

**Turn**

# DON'T BURY THE LEAD



# **STANDBY/OPENING STATEMENT**

**We received a report that x-y-z happened. While this matter is being investigated, we have suspended the two staff members who are accused and are fully cooperating with authorities who are investigating and have launched an investigation of our own.**

**Make no mistake about it, we have zero tolerance for any inappropriate behavior as there is nothing more important than the safety and well being of our patients.**



# Opening Statement

**WHAT HAPPENED**

What we know

Facts/info

**WHAT'S  
THE  
STORY**

**ACTIONS**

Steps taken

Suspension

Timeline

**FUTURE**

Prevention

More Training



# 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

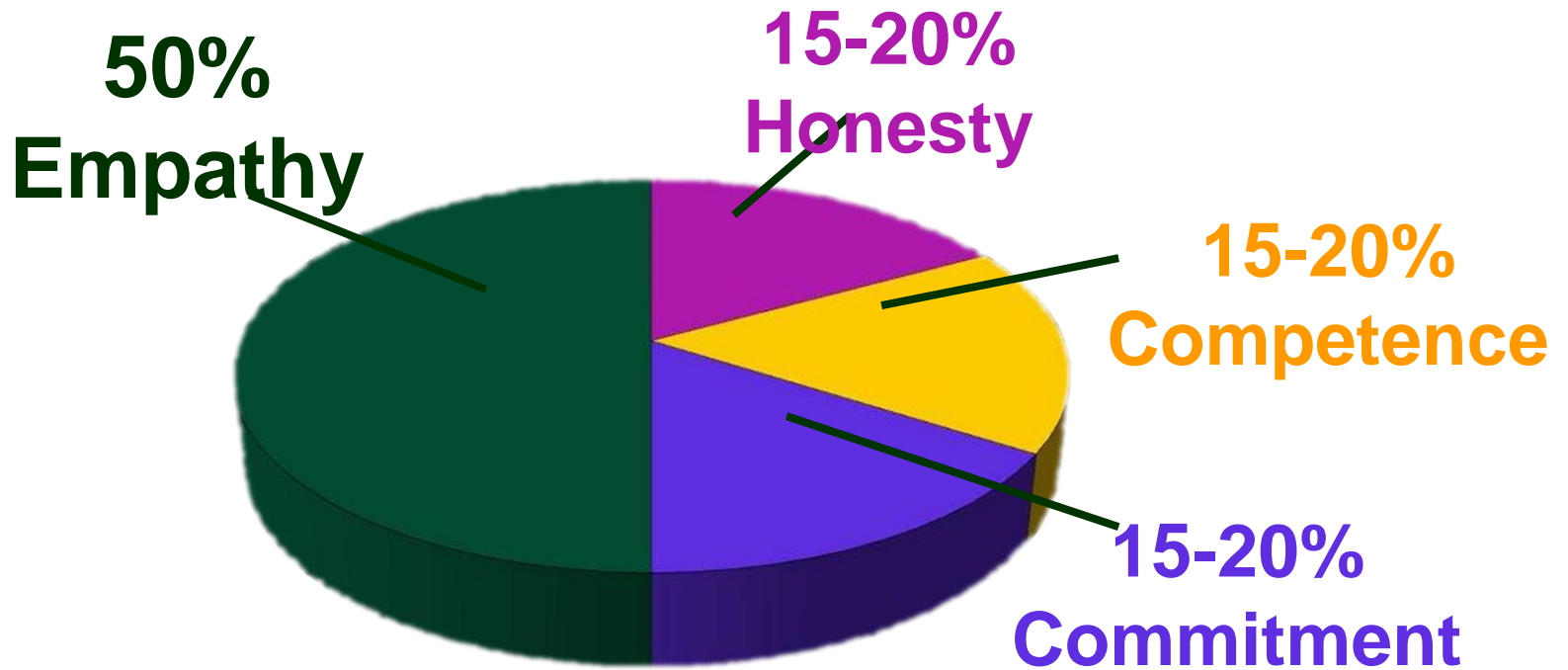
What we do know is

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

That is not entirely correct, the truth is

You might think that—in my experience

# Personal Credibility Reaction



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

A silhouette of a person in a suit, standing with arms raised, holding a light green speech bubble with a red outline. The word "Try" is written in black text inside the bubble.

**Try**

A silhouette of a person in a suit, standing with arms raised, holding a light green speech bubble with a red outline. The word "It" is written in black text inside the bubble.

**It**

A silhouette of a person in a suit, standing with arms at their sides, holding a light green speech bubble with a red outline. The word "Again" is written in black text inside the bubble.

**Again**



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*Breaking News*

**MANAGING PERCEPTIONS**

1. QUICK RESPONSE
2. TAKE RESPONSIBILITY
3. HONEST. CANDID. ACCOUNTABLE
4. REMORSE/EMPATHY
5. ABOUT VICTIMS
6. ACTION STEPS TO FIX PROBLEM
7. UPDATE AND UPDATE AGAIN
8. DON'T REACT: GET FACTS
9. NEVER SAY NO COMMENT
10. PREPARE IN ADVANCE:
  - Plan and policies in place
  - Practice response
  - Train spokespeople





**JASON GARRETT**  
HEAD COACH



star.com

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ DATE \_\_\_\_\_

**Rx**

**NEGATIVES**  
**to**  
**POSITIVES**

PRESCRIBED BY KAREN FRIEDMAN

# EITHER/OR

**Either you're  
going to let  
people back in or  
you're not?**

- **We take safety very seriously. We are working closely with the fire department to make absolutely certain the building is safe before anyone is allowed to enter.**

# UNCERTAINTY

**People are really nervous they could inhale this stuff, what are you telling them?**

- **There is no reason for people to be afraid**
- **We understand people's concerns which is why we are doing x-y-z. Here is what we know right now**

# NO COMMENT

**What is the victim's  
condition?**

- **I really can't comment on his condition**
- **It's important to understand federal laws prohibit me from giving specifics. I can tell you that he is in stable condition and his family is with him.**

# SPECULATION/RUMOR

**What if...**

- **It would be inappropriate to speculate. I can tell you this...**
- **Here is what we know**
- **We don't know what caused the accident, which is why we are conducting an investigation**



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Source: PEW RESEARCH CENTER 2017: TV NEWS DRAMATICALLY LOWER AMONG YOUNG ADULTS 18-29



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