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## **CRISIS COMMUNICATIONS CHECKLIST**

### **DON'T**

- ✓ Don't comment on rumors, speculation, info you don't know and can't prove
- ✓ Don't shut down email, web site and outside communication
- ✓ Don't underestimate what reporters know
- ✓ Don't ignore media calls
- ✓ Don't speculate
- ✓ Don't trust “off the record”
- ✓ Don't lie
- ✓ Don't rely on “no comment”
- ✓ Don't let them see you sweat



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## DO

- ✓ Do take control of internal & external communications
- ✓ Stop unauthorized communications and communicators
- ✓ Involve outside PR counsel for resources, perspective, experience, trust
- ✓ Identify & evaluate internal PR
- ✓ Try to understand bigger business picture
- ✓ Establish communications team and process
- ✓ Identify authorized spokesperson(s)
- ✓ Prepare and distribute internal and external statements
- ✓ Do expect all communication to find its way to the media
- ✓ Return media calls
- ✓ Use the media to communicate your messages
- ✓ Communicate accurately, clearly and promptly
- ✓ Correct the media's mistakes – demand retraction
- ✓ Use company web site to communicate
- ✓ Cultivate media relationships during your career
- ✓ Remember that the media is almost always on the side of the customer, shareholders, the "little guy," the investor, etc.
- ✓ Be prepared