

**The Camera  
Never Blinks:  
Controlling Your  
Local Crisis in a  
24/7 Media  
World**



FLS Marketing  
Toledo, OH

[www.flsmarketing.com](http://www.flsmarketing.com)

[www.slideshare.net/FLSMarketing](http://www.slideshare.net/FLSMarketing)

Every day there was a crisis....



....started like any other day



# FLS Marketing

- Mark Luetke
- BJ Fischer
- Crisis Experience
  - Oil Spill
  - Mental Health Clinic Shooting
  - Neighborhood Evacuations
  - Picketing

# Our Hero

## Fisherman Dies, Dozens Rescued As Ice Floe Floats Into Lake Erie



Rescue workers waded into frigid Lake Erie as more than 130 ice fishermen wait to be rescued from a miles-wide floe that broke away. Some were trapped on the floe for as long as four hours. (By Jonathon Bird -- Port Clinton News Herald)

# Our Hero



**Sheriff: Stranded fishermen  
'should have known better'**

# Some Things We Know

- Ability to control the media impacts your ability to operate.
- You need to control media situations so that your people can do what they need to do.

# Some Things We've Learned

- It is your first actions that will guide public opinion.
- A misstatement of fact becomes a “lie”
- You can say “I don't know” as long as you create an idea of when you will know.
- If you want to be trusted, you have to act in a trustworthy manner.
- Failure to respond quickly will make you look evasive, incompetent or uncaring.

# Some Things You Can Do

- Provide regular, scheduled updates.
- Give written summaries along with verbal summaries.
- Make sure you are involved in team meetings and internal briefings.
- Keep everyone in company updated.
- Prepare and practice

# Styles for Different Media

- Print—more facts, body language less important
- Television—Everything must communicate effectively—words, tone, body language
- Radio—Can use notes

# Interviewing Techniques

- Turning the Question
  - Respond to the issue behind the question.
  - Constantly return to your primary message.
  - Insert your message, even if it isn't asked.

# Interviewing Techniques

- Bridging
  - Use phrases to “bridge” between your answer and the message you want to deliver.
  - “No, but what I can tell you is...”
  - “...but another important thing to remember is...”

# Interviewing Techniques

- Flagging
  - Basically alerts everyone that the next thing you're saying is important.
  - “The most critical point to remember...”
  - “The issue boils down to this...”

# Group Exercise—Five Scenarios

1. Construction Tie Up
2. Warning Sirens Fail to Work
3. Local food network=salmonella
4. Employer Walks Over Transportation Plan.
5. Local disaster supplies still in warehouse.