



NTSB National Transportation Safety Board

Crisis Communications Messaging

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ABA MARKETPLACE
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De-Mystifying the Media Briefing

Remember:

You already have all of the answers to all of the questions.

What I Learned in Kindergarten

- It's OK to express regret
- Always tell the truth
- Be nice even when others aren't nice to you
- Remember who you are talking to
- Haste makes waste



Bridge to Your Message

➤ Your policies are your message

- Quality insurance
- Recurrent training
- Fatigue policies
- Code of conduct
- Operational policies
- Maintenance procedures
- Alcohol policy



➤ Acknowledge the *challenges* and bridge to the positive

Bridge to Your Message

Reports indicate that the driver was at a bar last night. What role do you think alcohol impairment played?

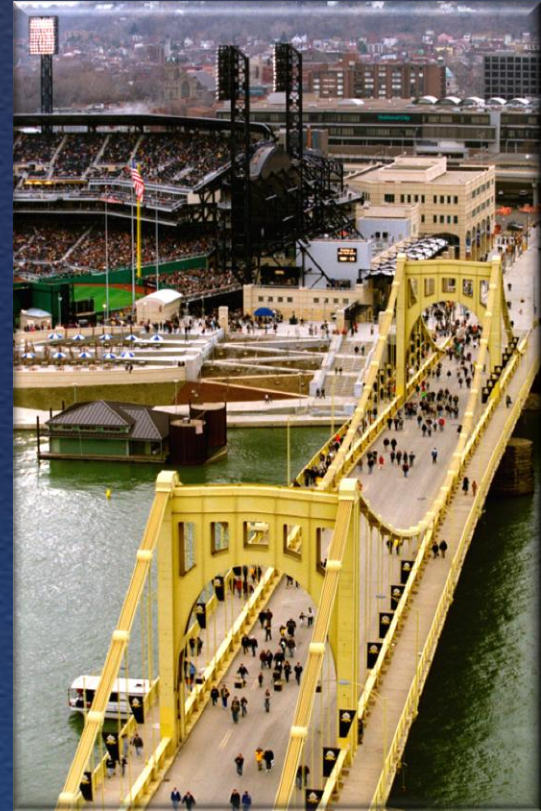
Bridge?



Bridge to Your Message

What role do you think driver fatigue played in this accident?

Bridge?



Bridge to Your Message

We're hearing reports that the brakes on the bus failed. How do you ensure the traveling public that your vehicles are safe?

Bridge?



Delivering your Message

- **React like a human**
- **Be sincere**
- **Address the challenge / bridge to the positive**
- **Don't let perfect get in the way of good**
 - Honest, sincere and humble is your goal
 - Perfection takes too much time in an arena where you are already behind



Be on Your Toes

➤ Common pitfalls

- Open microphones
- Don't hold yourself to an artificial deadline*
- The pack
- Exit strategy
- “Friendly” conversations with reporters you know



Accident Scenarios

Group Exercise



Practical Exercise

- Assume the information you have about your organization is accurate. You can add details but you cannot deny.
- Be prepared to discuss your media strategy including your social media outreach.
- Appoint a spokesperson(s) to conduct a media briefing including a statement and Q&A period. (at least 5 questions)



Practical Exercise

- You can organize your briefing any way you choose.
- Media briefing is early, but enough time has passed that it is appropriate to provide some detail
- The class will play the role of the media
- Don't forget to have some fun!



Points to Remember

- Tone
- Acknowledge the challenges
- Bridge to the positive
- React like a human
- It's *YOUR* briefing
- What's your exit strategy?
- Stay in your lane

