



**FALL
EDUCATION
FEST**





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Crisis Management for Healthcare Executives



“The media have – and continue to – blast nursing homes and assisted living facilities and perpetuate negative and damaging stereotypes...We need to stand up for ourselves, for our elders, and for all of the providers who are doing a great job and transforming lives.”

Carol Silver Elliott, Chair, LeadingAge











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What You Might Face



Senior executive accused of fiscal mismanagement – or worse
Employee files a sexual harassment or discrimination suit
Food service manager makes an inappropriate comment

Active Shooter	Lawsuits
"Angel of Death"	Legionnaire's Disease
Chemical Spills	Mass Casualty Event
Crimes	Medical Device Failure
Criminal Accusations	Norovirus
Data Loss	OSHA Citations
Discrimination Complaints	Protests
Environmental Disasters	Reputational Threats
Epidemics	Sabotage
Explosions	Sexual Misconduct
Fires	Star Rating Decline
Floods	Social Media Threats
Food-Borne Illness	Thefts
Hazmat Situations	Turnover Issues
Hacker Attacks	Union Grievances
Investigative Reports	Walk-offs

3

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Could This Happen To You, Your Community or Organization?



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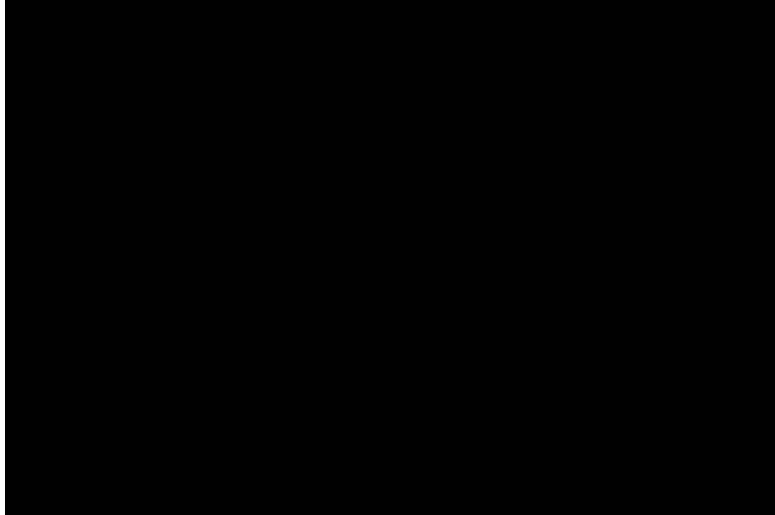


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- > When the media turns their cameras or laptops on you
- > Who we are
- > What we do

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The Court of Public Opinion

Controversies today are tried in the
Court of Public Opinion –
as often as in the **Court of Law**.



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The Damage Control Playbook

Rule #1: Tell the truth

Rule #2: Tell it first

Rule #3: Tell it all

Rule #4: Tell it fast

Rule #5: The media filters



Rule #6: Fundamental role of reporters is
not simply to inform or educate – it's to tell stories

8

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The Damage Control Playbook

Let's eat, Grandma.

Let's eat Grandma.

The Damage Control Playbook

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Villain

Victim

Vindicator



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Tell the Truth, Tell It All, Tell It First, Tell It Fast

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Tell the Truth, Tell It All, Tell It First & Tell It Fast

What if you **ARE** the Villain?

13



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Tell the Truth, Tell It All, Tell It First & Tell It Fast

Iterative Journalism **and** the Need for Speed

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The Media Revolution is 'Iterative' and Social: Experts Share How Not to Get Left Behind

By Marilyn Casaccia

"You're all living in a media revolution," said Thom Fladung, vice president of Hennes Communications. "And you don't even know it."

Offering a window into one aspect of that revolution, Bruce Hennes, president of the same crisis communications firm, said, "I don't think there's a reporter in the country who's not using Twitter to crowdsource what people are thinking about."

Speaking at this year's Midyear Meeting of the National Association of Bar Executives, National Conference of Bar Presidents, and National Conference of Bar Foundations, Hennes and Fladung helped attendees understand how they should navigate in a world where, as Fladung put it, "The media has changed more in 10 years than in the past 100."

What's New? Iterative Reporting

It used to be that a news article was a single item, published once. Fladung said, and reporters were expected to get every important source into the story and if it meant trying to reach them via different ways before going up.

Because articles can, and are, updated easily online, the typical news story is now given out "piece by piece, over time," Fladung said, noting that this is called "iterative reporting."

As a source, Fladung added, this means you are no longer indispensable—so you can't make yourself difficult to reach, or you'll miss the chance to be your association's its best light (whether the story is good news for you, or bad news).

"If you don't pick up the phone, you're not in the story," he said, noting that Google's analytics give priority to whichever news outlet broke a story first—which has put pressure on reporters to work faster than ever, and not to spend too much time chasing their sources.

While you could still make it into an update to the story, Fladung added, that's not really where you want to be. "When is the last time you went back on your phone to see if there's been an update to something you read?" he asked, noting that 60 percent of all news content is now consumed via smart phone.

What if you really can't make the reporter's deadline, or you find out after the fact about a story your bar should have been part of? Even if the reporter will do a whole new story with a new headline, Fladung suggested—again, so you can avoid being hidden away in an update.

Both Fladung and Hennes confirmed to skeptical audience members that reporters really are receptive to this idea, as long as you honestly do have a lot of new facts to offer. Hennes noted that quite often, reporters are rewarded—including in pay—for

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Don't Let This Happen to You !!



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