

# Crisis Management & Crisis Communications for Utility Executives



# What You Might Face



Awards

New Hiring/Leadership

New Product/Service Lines

Senior executive accused of fiscal mismanagement – or worse

Employee files a sexual harassment or discrimination suit

Manager makes an inappropriate comment

Accusations

Active Shooter

Bombings

Chemical Spill

Criminal Accusation

Cyber Attack

Dam/Levee Failure

Data Breach/Loss

Discrimination Complaint

Driving Under the Influence

Earthquakes

Environmental Disasters

Explosion

Financial Malfeasance

Fire

Hazmat Situation

Hacker Attack

Hiring Practices

Industrial Disaster

Lawsuit

Layoffs

Neighbor Outrage

Nuclear/Radiation Accident

One-Hundred Year Flood

OSHA Citation

Protests

Reputational Threat

Riot

Road Accident

Sabotage

Sexual Misconduct

Social Media Attack

Structural Failures

Terrorist Incidents

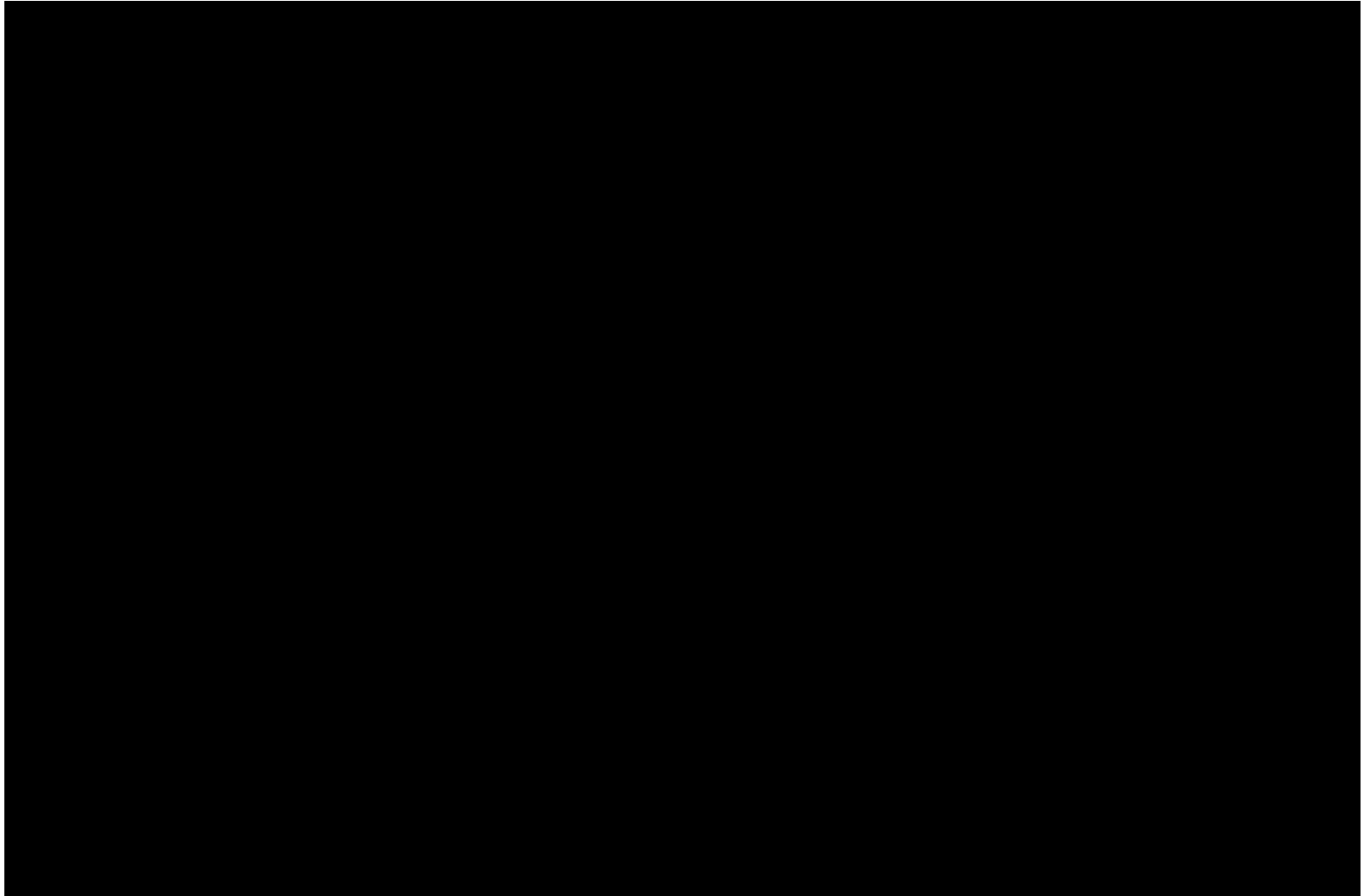
Thefts

Union Grievance



# Could This Happen To You?

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# Crisis Communications & Crisis Management

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- > When the media turns their focus on you, your utility, agency, firm or client
- > Who we are
- > What we do

# The Court of Public Opinion

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



# 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 to inform or educate



# Crisis Management & Crisis Communications

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**Villain**

**Victim**

**Vindicator**



# Crisis Management & Crisis Communications



## Hennes Communications

Crisis Management  
Crisis Communications  
Litigation Communications Support

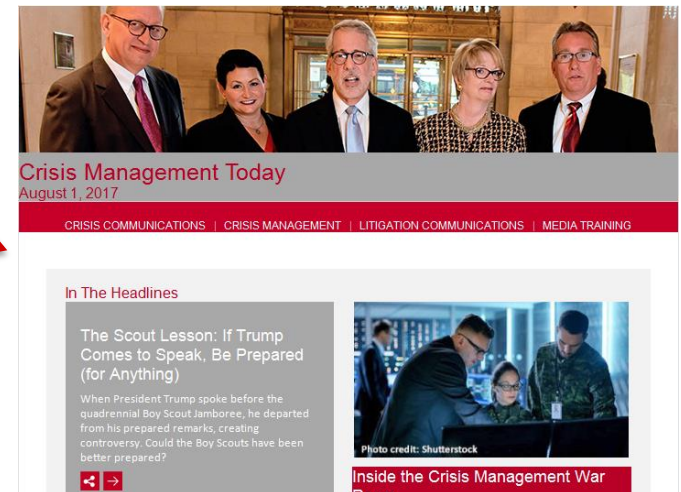
Because the Court of Public Opinion  
is always in session.

## Crisis Management Today Newsletter

Twice a month, best practices for crisis managers.

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# Crisis Management & Crisis Communications

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## **Session II**

### **Special Mid-Conference Seminar**

### **Tactics for the Public Power Executive**

### **4:45 – 5:45 Today in the Magnolia Room**

Rules of Engagement  
Key Messages  
Social Media

“No Comment”  
On and Off-the-Record  
Q&A



# Don't Let This Happen to You

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# Crisis Management & Crisis Communications



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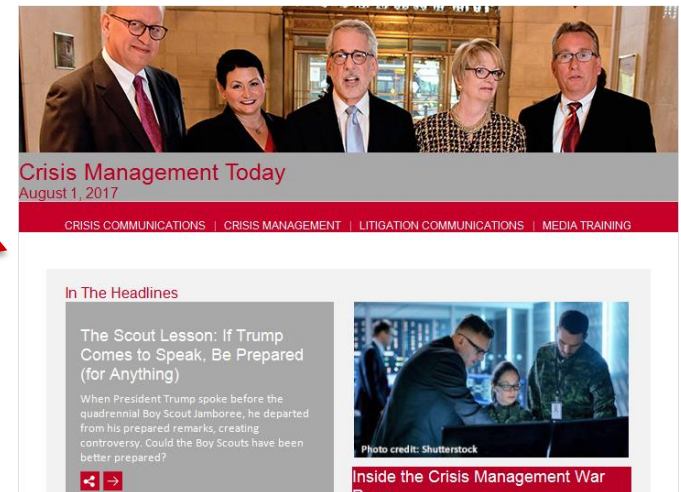
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