

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

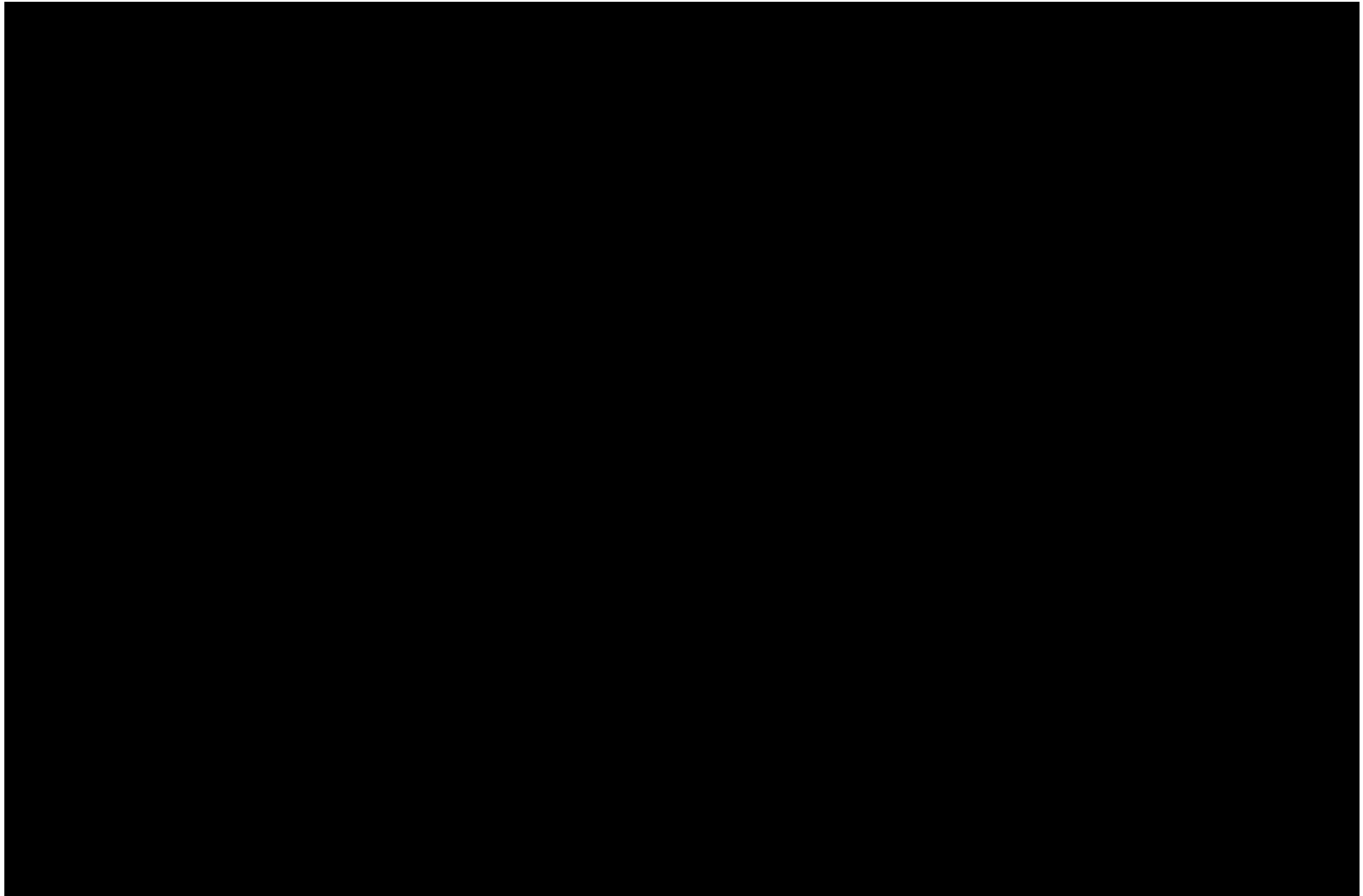
Terrorist Incidents

Thefts

Union Grievance



Could This Happen To You?



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- > 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

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



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Villain

Victim

Vindicator



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Hennes Communications

Crisis Management
Crisis Communications
Litigation Communications Support

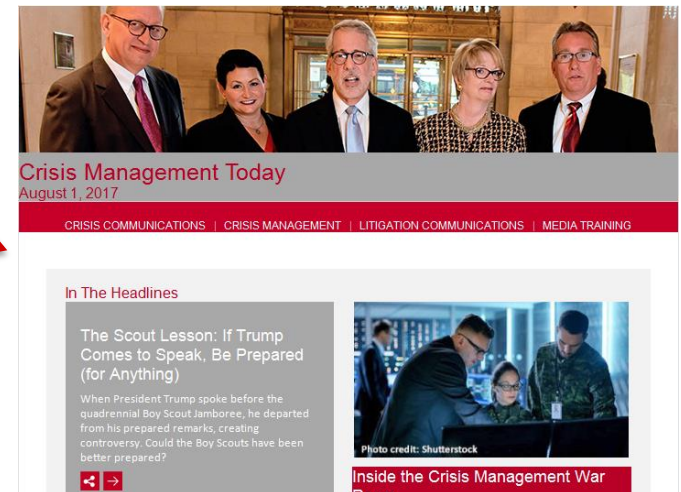
Because the Court of Public Opinion
is always in session.

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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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Litigation Communications Support

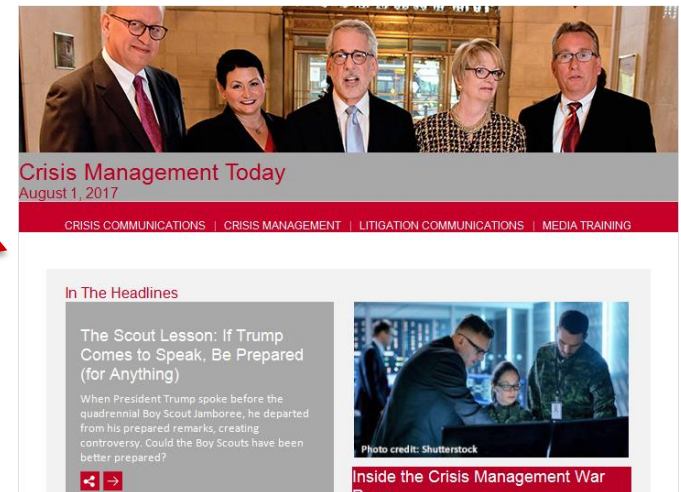
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