



MIAMI COUNTY PARK DISTRICT Crisis Communication - Guide

Reporters have a job to do - help them do it.

WHO CAN TALK TO THE MEDIA?

During a crisis it is important to direct the media to one of the following designated media liaisons (in order of preference):

Primary

Scott Myers

Cell: 937-623-2202

Secondary Contact

Kevin Swanson

Cell: 937-657-6241

Alternate

Dan Weaver

937- 545-6433



SAFETY ASSURANCE STATEMENT

Use the safety assurance statement as part of your message:



"It is our primary mission to assure the safety and well being of our visitors and staff."

5 STEPS - DEALING WITH THE PRESS

- 1 Deliver:  **Safety Assurance Statement**
- 2 State what happened
- 3 State what you are doing about it
- 4 Tell them when another update can be expected... "When more information is available we will share."
- 5 Close:  **Safety Assurance Statement**

Park District Office 937-335-6273

STATEMENTS

Serious Issues Directly Involving MCPD

- *"We are working with the proper authorities as we investigate this matter."*
- *"While I can't speak to that, I can tell you that safety is a top priority for us."*
- *"We take allegations of this nature seriously and we are conducting a thorough investigation."*

Serious Issues NOT Directly Involving MCPD

- *"While we aren't involved in the situation you reference, it does serve a reminder for all park visitors to ..."*

TIPS

- Identify three Key Messages
- Stick to your three Key Messages
- Relax! You know more about the subject than the reporter does
- Be confident, credible and available.
- Return reporter's phone calls
- Bridge or redirect away from tough question to one of your Key Messages
- Be proactive and positive
- Always tell the truth
- If you don't know the answer, say so and then follow up with the reporter
- Thank the public if appropriate
- Thank local authorities/agencies in your comments if appropriate
- Thank the reporter for his/her time. Respect the reporter. It can help shape tone and coverage beyond this one story

TRAPS

- Avoid rambling
- Avoid industry lingo or jargon
- Don't answer hypothetical questions or speculate
- Don't be stiff or standoffish or aloof
- Do not let questions drive your message – do not wait for questions to deliver your message