

# N

# PS+

NP Strategy

## Crisis Response First Steps

- Be ready
- Get the facts first
- Identify 3 key points & spokesperson
- Stay on message; don't be distracted
- Do not lay blame
- Never lie & never say "no comment"

## Anticipated Media Questions

- What happened?
- Where and when did it happen?
- Who was involved (hurt, killed)?
- Is there danger? How long will it last?
- How are you going to fix it?
- How can you prevent it in the future?

© 2020 NP Strategy

## Tips to Minimize the Impact of a Crisis

- Speak the truth - always
- Notify employees and stakeholders first
- Express care about the victims
- Acknowledge cooperation with emergency officials
- Monitor media websites; Facebook, Twitter, etc.

**For Help:** Heather Matthews (803) 331.3249  
Amanda Loveday (803) 315.5837  
Erin Sanders (704) 575.2549  
Jessica Mackey (803) 587.5923  
Kara Gormley Meador (803) 422.6081

© 2020 NP Strategy