

Crisis Communications

Making the most of a bad day.

Steven R. Van Hook, PhD

Death at Disneyland

Article



Disneyland's
Big Thunder Mountain Railroad
Drawn by Er The Ic,
www.scottware.com.au/theme

California Screamin'



- Disney's California Adventure accident hurts 15

Clip Link: <http://americacoasters.com/videos/calscreamin/>

Crises in the News

- Finger Traced to Woman who Blamed Wendy's
- Dell's Exploding Computer
- Can Mel Gibson Redeem Himself?
- Cruise from Hell Reveals Sex Predators, Death
- Bed Bugs Put Bite on U.S. Hotel Industry

When Disaster Strikes

What is a crisis?

- A barrage of urgent, unexpected, unpleasant events that allows no time to think.



How do you cope with a crisis?

- Avoid a crisis in the first place.
- Quickly resolve the issues before they escalate.
- Seek opportunities in the crisis.

Burgers in the News



Five Steps in Crisis Planning

- 1) Structure and plan.
- 2) Analyze and critique.
- 3) Test and demonstrate.
- 4) Establish contingencies.
- 5) Coach and train.



Crisis Case Study

Building conversion
to condos, seniors
evicted.

- Media question:
Why are you
throwing old folks
out of their homes?
- Possible response?



A Solid Plan

“I’m glad you asked me if we’re throwing old people out. It gives me a chance to explain just what we are doing. Not only does each resident have six months rent-free to find new housing, but we’ll give them a six-month extension if they need it. In addition, we’re helping the residents find new housing, and we’ll pay their moving costs. If someone is willing to do more than this, I’d like to meet him.”

Johnson & Johnson

Products



Before

After



AP