



GREAT COMMUNICATORS ARE MADE, NOT BORN

WORKBOOK

COMMUNICATING IN A CRISIS

Reputation Management, LLC

Sarasota, Florida • Columbus, Ohio • Tel: (614) 486-5000

Email: anthony@communicateclearly.com • Web: www.CommunicateClearly.com • Twitter: [anthonyhuey](https://twitter.com/anthonyhuey)

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Communicating in a Crisis

The definition of a bad day could be arriving for work to find a “60 Minutes” news crew camped in the lobby. But even a routine call from a local reporter is enough to cause panic: “What do they want?” “Why us?” In the “snap of a finger” your organization or community can be launched into national prominence. And that leads to the real question: Is your organization ready for intensive news media scrutiny? Are directors and front-line staff ready to answer burning questions from a reporter or news team?

“When you hear the thunder, it’s too late to build the ark.”

Anthony Huey
President
Reputation Management Associates

Anthony Huey
President

Anthony Huey is a highly-rated speaker who offers session attendees pragmatic communications tools, tips and techniques they can use immediately.

Anthony's 25-year career includes tenures as a news reporter, magazine senior editor, crisis management specialist, media relations consultant and executive speech coach. He owns Reputation Management Associates, one of the nation's leading communications training and crisis consulting companies.

Anthony has presented more than 2,700 media, crisis and presentational skills training workshops, seminars and speeches in his career, and was named a Certified Speaking Professional by The National Speakers Association, an honor awarded to less than 12% of speakers worldwide.

His past client work includes a wide variety of advertising, public relations and communications initiatives for hundreds of trade associations, municipalities and companies, including Nike, Victoria's Secret, Eli Lilly, Nationwide Insurance, The Kroger Company, Procter & Gamble, and many others.

Anthony holds a Bachelor's degree in Journalism from The Ohio State University.

Perception is Truth

**Crisis Management versus
Crisis Communications**

10 Point Crisis Checklist

1. Have a plan
2. Select spokesperson & 2 back-ups
3. Never say "No Comment"
4. Deal with your crisis head-on
5. Have all the facts
6. Respond to every media question
7. Never lie
8. Don't Babble
9. Never go off the record
10. Don't use business jargon

EVALUATION FORM

May we please use a quote from you about Anthony's presentation?

Contact Information

Name (please print) _____ Title _____

Organization _____

Address _____

City _____ State _____ Zip _____ Phone # _____

Email address _____ Twitter: @ _____

How would you rate this presentation? Average Good Excellent

I would like information on hiring Anthony for:

TRAINING: Presentation Skills Advanced Selling Skills Crisis Communications

Dealing with Difficult Conversations News Interview Skills Pitching the Media

Customer Service Skills

CONSULTING: Message ("Nugget") Development Public Relations

Executive Speech Coaching Communications Audit Incident Response Platform

Check if you would like to receive the supplemental presentation packet:

Referral?

Do you know of any associations/organizations/people that would find Anthony's topics of high interest?

Thank you for your business and taking the time to fill out this form.