Communication is only as good as the decisions you make.

Premise

“It’s not what you say. It’s what you do.”
Pack Journalism

What’s newsworthy?

Conflict
Drama
Novelty
Violation of social order
Human interest
Visual interest
Plan for the Unplanned

Best defense against crisis? Planning!

Rehearse worst case
• Food-borne illness
• Protests
• Accidents
• Shootings
How to make decisions when crisis strikes!

A ‘Six Sigma’ Approach
'No survivors' on crashed Boeing 737
Inquiry.

How a serial sex abuser ‘Flourished Unafraid’
Sigma Three

Rightness.

J&J recalls iconic product
Opportunity.

Samsung Explains Note 7 Battery Explosions
Ford Discloses DOJ Probe Into Vehicle Emission Certifications
Theranos founder awaiting trial on federal charges of 'massive fraud'
To get out of the news, stop making news.

Use these tactics to dim the media spotlight.
Rule No. 1

Tell it all.

Get all the facts out.
Rule No. 2

Tell it early.

Get ahead of the story.
Rule No. 3

Tell it yourself.

Make sure facts line up with the story.

Latest Update – May 30, 2019

Boeing CEO apologizes for 737 Max crashes: CBS
Rule No. 4

Turn off the fan.

Eliminate centers of gravity.
Think like a customer.
Be a reporter.
Tell the truth.
Have a plan.