

'à la carte' PR

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Crisis Communication

"The manner in which you handle your interactions with the media may make the difference between an irreversible public relations disaster and enhancing the success of your company and your career."



Dianne Lynn Chase

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Dianne Chase is a veteran of the media and broadcast journalism fields, with award-winning skills in writing, team building, verbal communication and presentation. She has worked throughout the Carolinas as news director, anchor, and reporter at the top news radio stations. She is the winner of numerous local, state, regional, and national news awards.

She has worked internationally as a crisis communications consultant and media trainer for government agencies, healthcare systems and corporations.

She is Editor of the North Carolina Fraternal Order of Police official publication: *'North Carolina Police Officer'* magazine. Dianne is also an experienced communications consultant, media relations trainer and writer, as well as a special events and professional development manager.

Dianne is a former adjunct communications instructor at the University of North Carolina at Charlotte and has taught at Winthrop University in South Carolina and the University of Bucharest, Romania, among others.

A crisis is any situation that threatens the integrity or reputation of your company and which may be exacerbated by adverse or negative media attention. A crisis situation can be any kind of legal dispute, theft, accident, fire, flood or manmade disaster that could be attributed to you or your company. It can also be a gross human error or malpractice situation where, in the eyes of the media or general public, you, your employees and/or the company did not react to one of the above situations in the appropriate manner. This definition is not all encompassing but rather is designed to give you an idea of the types of situations in which you will need to be highly prepared and skilled in crisis communication and management.

Among the keys necessary during a crisis event is knowing how to communicate the facts immediately, fully, forthrightly and with compassion.

A Multifaceted Crisis Communication Program:

- reaches all stakeholders - including customers, employees, and the general public
- employs a variety of channels including internal bulletins, briefings to media, website updates, information sheets displayed at the business
- may include a media visitation program to dispel confusion and misinterpretation

"Facts, including good science, may be necessary, but unless organizational communication is designed to reach the heart of the audience, information, no matter how honest and true, usually will not defuse a crisis."

Berzok