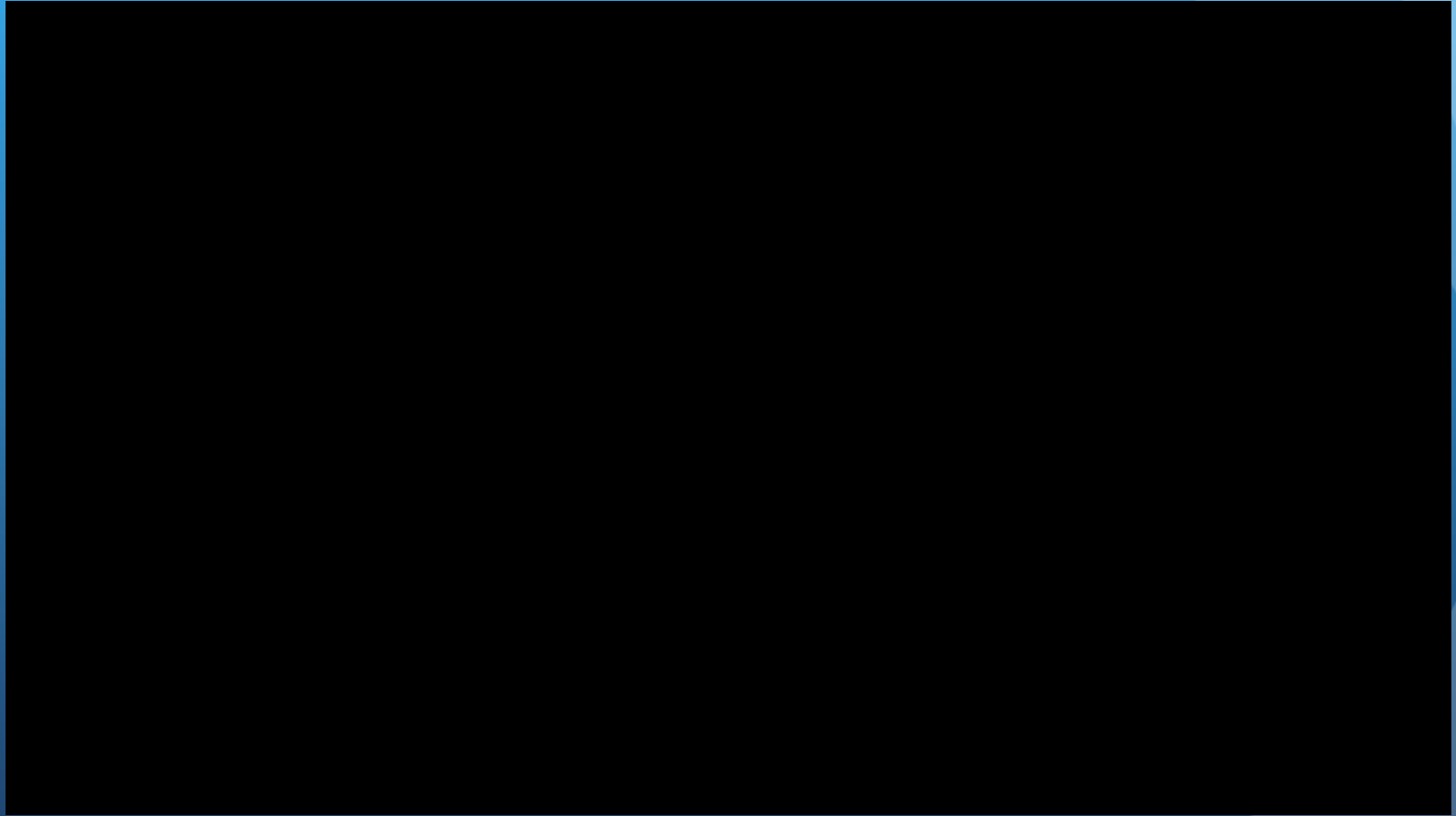


MEDIA MATTERS

- DEBORAH TAKAHARA
- DOUGLAS COUNTY SHERIFF'S OFFICE
- PUBLIC INFORMATION DIRECTOR



The Power of the Media



FORREST STRONG



Insights from an Insider

- Working with the media
- Preparing for a crisis
- Controlling the narrative
- Be transparent
- Behind the Scenes-Day in the life of a reporter
- Social Media

Working with the Media

- They are regular people with a job to do
- Always looking for content
- Networking pays off
- Anticipate their questions, think like a reporter

Preparing for a crisis

- You can't prepare for crisis communications during a crisis
- Hard to predict, but it will happen
- Mishandling it can make it 10x worse
- No one-size fits all

Be transparent

- If you make a mistake, own it
 - Tylenol case study
- Decide how much response will be helpful
 - U.S. Attorney's Office Ghost Gun PSA
- Hard to predict, but it will happen
- Mishandling it can make it 10x worse
 - United case study
- Have a plan!

Prepare, even if it is just
5 minutes



Social Media

- Changed a lot
- News spreads rapidly
- Misinformation spreads even faster
- BUT you have a chance to control the narrative

VISUALS MATTER



MINIMIZE DISTRACTIONS



HE SAYS
THIS IS
THE
WORST

PUBLIC
CRISES HE
HAS EVER
SEEN.

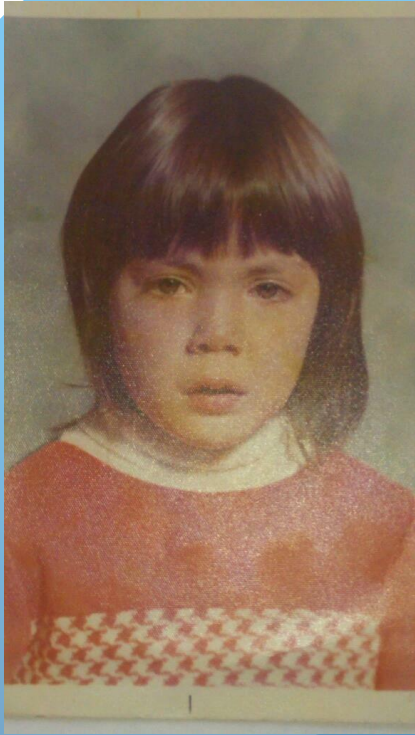
Great Emotional Connections



Avoiding the Question

Bad Example





MEDIA MATTERS

DEBORAH TAKAHARA
COMMUNICATIONS SPECIALIST/
RECOVERING REPORTER

