Communicating with the Media
During a Crisis

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Connection to theme of conference: Disrupt/Own/Connect
How does the media frame a crisis?
What are important elements of an effective crisis response?
What makes a spokesperson effective during a crisis?
Videos of CEO interviews with the media during a crisis
Findings from research projects – What are the best ways to connect with stakeholders during a crisis?
• Disrupt
  – A crisis is a major disruption to a company’s operations
• Own
  – Taking ownership during a crisis is a key factor in the road to recovery
• Connect
  – During and following a crisis, a company needs to effectively connect with its stakeholders
How does the media frame a crisis?
(An & Gower, 2009)

- Attribution of Responsibility
- Economic Frame
- Human Interest Frame
- Conflict Frame
- Morality Frame
What are important elements of an effective crisis response?

- Quick
- Consistent
- Open
- Expressing sympathy
- Instructing stakeholders
- Taking ownership for crisis, and making changes when necessary
What makes a spokesperson effective during a crisis?

- Importance of conveying concern and control
- Authenticity is important!
- An effective spokesperson will increase the likelihood that stakeholders will accept the company’s version of the story
What makes a spokesperson effective during a crisis? (Coombs, 2015)

- Body Language during interview
  - Maintain eye contact with audience
  - Use hand gestures to emphasize points
  - Vary voice to avoid a monotone delivery
  - Change facial expressions
- Verbal Communications
  - Answer questions effectively
  - Present crisis information clearly
  - Handle difficult questions
- Importance of Advanced Preparation and Training
CEO Interviews with the Media

Jet Blue

http://www.youtube.com/watch?v=1V2ff3easYc&feature=related

United Airlines

https://m.youtube.com/watch?v=90jSUe_vdhM

Toyota

http://www.youtube.com/watch?v=9oH6u3r7-ZM
Findings from Research Projects

- Should the CEO be a spokesperson during a crisis?
- How can companies create enhanced identification with consumers through their communications?