

**PLANNING YOUR WAY OUT OF DISASTER**

**JARON P. BLANDFORD, MEMBER**

**MCBRAYER, MCGINNIS, LESLIE & KIRKLAND, PLLC**

[JBlandford@mmlk.com](mailto:JBlandford@mmlk.com)

**(859) 231-8780, EXT. 252**

*Do you have a crisis management team in place? Create a crisis team contact list. Example:*

NAME	TITLE	CONTACT	ROLE IN CRISIS MANAGEMENT
Sue Farley	CEO	859-321-8888 sfarley@bankusa.com	Approve all internal releases, run executive meeting, meet with attorney & PR team
Dan Jenkins	Manager	859-321-8832 djenkins@bankusa.com	Conduct staff meeting and inform employees of need-to-know information
Melissa Hargo	IT	502-543-1198 Melissa@itsolutions.com	monitor social media presence, ensure outlets all work properly and post information to outlets
Morgan Hubbard	Lawyer	859-643-6887 morganhubbard@bestlaw.com	meet with executives, review documents, conduct independent investigation
Justin Owsley	PR	606-789-6584 jowsley@outstandingpr.com	write official statement and speak with press

*Responsive 24/7*



ATTORNEYS AT LAW

*Create a crisis management plan:*

**Contact crisis team members.**

- Who knows of the problem?

**Establish the chain of command.**

- Who informs who of what.

**Briefly describe timeline of events.**

- Extent of problem – arising, immediate, etc.

**Create internal and external communication plan.**

- Press releases, statements on social media, employee meetings, etc.
- This should contain rules and/or guidelines (i.e., “Contact lawyer to review press release” or “Only to be discussed at board meeting.”)

**List intended outcomes in the wake of disaster.**

- This can include objectives such as retain clients, minimize publicity, avoid national headlines, etc.

**Spell out key messages and/or talking points that should be conveyed to the public.**

- Examples such as, “We are working with vendors to resolve this problem immediately” or “We want our clients to be reassured we are aware of the issue” or “In wake of pending charges, we are working with authorities and will not be providing further details at this time.”

**Designate a spokesperson.**

**Monitor the issue.**

- Employee interviews, independent audit, document review, social media monitoring, etc.

***Crisis training – learn from the disaster and prepare for future ones. Remember, failing to plan is planning to fail!***

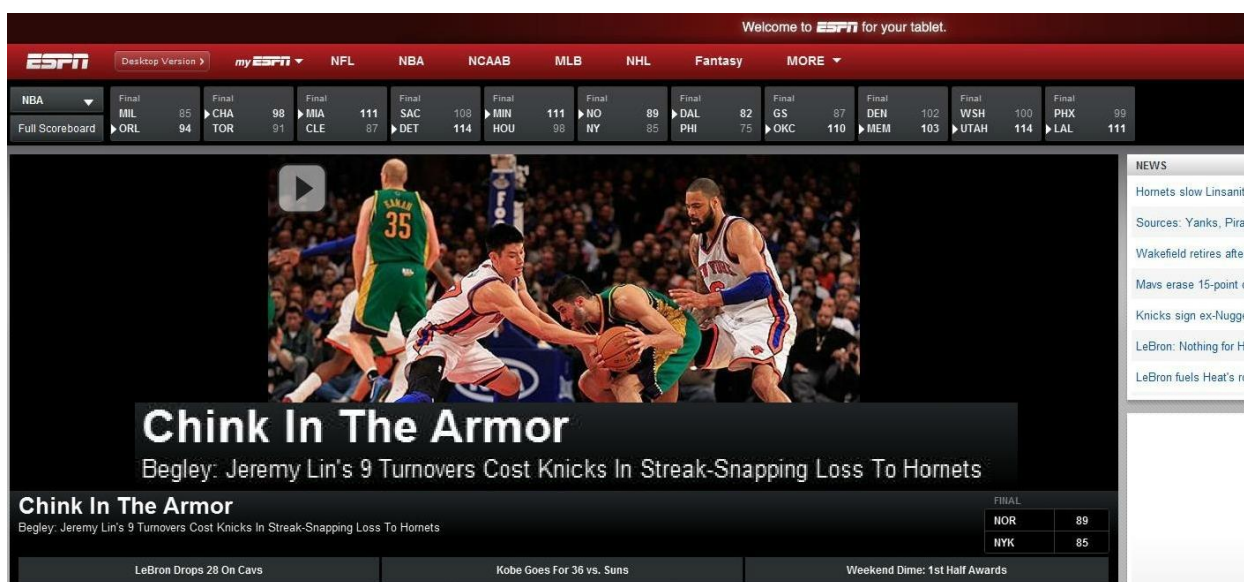
*Responsive 24/7*



ATTORNEYS AT LAW

WHERE CRISIS MANAGEMENT GETS IT (AT LEAST PARTIALLY) RIGHT

# CASE STUDY: ESPN



1. EVALUATED POTENTIAL VULNERABLE AREA
2. TRAINED STAFF
3. ACTED SWIFTLY
4. POST-INCIDENT ASSESSMENT

*Responsive 24/7*

**( M C B R A Y E R )**  
McBrayer, McGinnis, Leslie & Kirkland, PLLC

ATTORNEYS AT LAW

# CASE STUDY: NBC AND BRIAN WILLIAMS



- 1. DECISION-MAKING ROLE AND INTERNAL COMMUNICATIONS ROLES CLEARLY DEFINED**
- 2. SWIFT, THOUGHTFUL PUNISHMENT METED OUT**

*Responsive 24/7*

**( M C B R A Y E R )**  
McBrayer, McGinnis, Leslie & Kirkland, PLLC

ATTORNEYS AT LAW

**WHERE CRISIS MANAGEMENT GETS IT QUITE A BIT WRONG**

## **CASE STUDY: BP AND DEEPWATER HORIZON**



**WRONG CHOICE OF SPOKESPERSON**

**(AND A BIG OIL SPILL, TOO)**

*Responsive 24/7*

**( M C B R A Y E R )**  
McBrayer, McGinnis, Leslie & Kirkland, PLLC

ATTORNEYS AT LAW

## **CASE STUDY:**

## **SMITHSONIAN**



- 1. LAVISH SPENDING OF DIRECTOR COMES UNDER SCRUTINY, LEADING TO RESIGNATION.**
- 2. REPORT FINDS THAT THERE IS VERY LITTLE OVERSIGHT BY BOARD OF REGENTS (WHICH INCLUDES BOTH THE VICE PRESIDENT OF THE**

# UNITED STATES AND THE CHIEF JUSTICE OF THE SUPREME COURT)

*Responsive 24/7*

**CASE STUDY:** **(MCBRAYER)** PG&E AND  
McBrayer, McGinnis, Leslie & Kirkland, PLLC  
ATTORNEYS AT LAW  
**CALIFORNIA PUBLIC UTILITIES COMMISSION**



- 1. PIPELINE EXPLODES, KILLING EIGHT.**
- 2. SUBSEQUENT INVESTIGATION REVEALS LAX  
OVERSIGHT, COZY RELATIONSHIP WITH  
REGULATOR**

### **3. REGULATOR HELPS UTILITY SHOP FOR A SYMPATHETIC JUDGE**

*Responsive 24/7*

**( M C B R A Y E R )**  
McBrayer, McGinnis, Leslie & Kirkland, PLLC

ATTORNEYS AT LAW