

# Lessons from Super Storm Sandy

## Effective Communications for Critical Times

### Social Media When “It” Hits the Fan

- Crisis restricted to your company \_\_\_\_\_
- Area-wide crisis affecting your company \_\_\_\_\_
- Rethink your social media brand page \_\_\_\_\_
- Vulnerability assessment \_\_\_\_\_
- Pre-written templates \_\_\_\_\_
- Heart of the plan \_\_\_\_\_
- Media Training \_\_\_\_\_
- Crisis Communications Drills \_\_\_\_\_
- What priorities should my organization give to various communications tools? \_\_\_\_\_
- Face-to-face with the media \_\_\_\_\_
- Face-to-face with employees \_\_\_\_\_
- Intranet \_\_\_\_\_
- Internet \_\_\_\_\_
- Blogs \_\_\_\_\_
- YouTube \_\_\_\_\_
- Twitter \_\_\_\_\_
- Facebook \_\_\_\_\_
- CNN iReports \_\_\_\_\_
  
- The eyewitness factor \_\_\_\_\_
- Combine all social media, crisis communications and media relations skills \_\_\_\_\_
  
- YouTube \_\_\_\_\_
- Facebook \_\_\_\_\_
- Direct tweets \_\_\_\_\_
- iReports (media upload) \_\_\_\_\_
- Live reports \_\_\_\_\_
  
- iPhone & iPad (Smart device) \_\_\_\_\_
- Skype \_\_\_\_\_
- G3 or Wi-Fi \_\_\_\_\_
- Technical aspects of shooting video \_\_\_\_\_
- Technical aspects of uploading the video \_\_\_\_\_
- Storytelling \_\_\_\_\_
- CNN iReport tutorial: <http://blog.braudcommunications.com/?p=1248>

### About Your Speaker

With no electricity, 7 feet of water, 4 10-foot alligators, 50 dead animals and thousands of snakes, Gerard Braud used only an iPhone and Skype to broadcast live news reports about Hurricane Isaac to CNN & The Weather Channel, pioneering a new approach to crisis communications.



His reports lead to a nomination as CNN iReporter of the Year and consideration for an Emmy Award.

Innovations like this are the reasons leaders on five continents consider Gerard Braud (Jared Bro) as their expert and trainer in crisis communications and media interview skills.

Gerard is the author of *Don't Talk to the Media Until... 29 Secrets You Need to Know Before You Open Your Mouth to a Reporter*.

As a spokesperson, Gerard has been quoted in more than 500 media outlets around the world and has been seen on television more than 5,000 times. He can even boast of creating a one-in-a-million front page quote, by applying the principles he teaches.

Gerard Braud (Jared Bro)

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