

# When “It” Hits the Fan

## Effective Communications for Critical Times

### My Personal Notes & Action Plan

Leadership \_\_\_\_\_

Communications - PR \_\_\_\_\_

Social Media \_\_\_\_\_

Speed of Crisis Communications \_\_\_\_\_

Duty - Action - Being Responsible \_\_\_\_\_

Sunny Day Planning \_\_\_\_\_

Vulnerability Assessment \_\_\_\_\_

Crisis Communications Plan \_\_\_\_\_

Do we have a great plan? \_\_\_\_\_

Do we need to write a plan? \_\_\_\_\_

Pre-Written News Releases \_\_\_\_\_

Media Training \_\_\_\_\_

Am I a good spokesperson? \_\_\_\_\_

What are my strengths and weaknesses as a spokesperson? \_\_\_\_\_

Crisis Drill \_\_\_\_\_

What priorities should my organization give to various communication tools?

Talking to the media \_\_\_\_\_

Communicating with employees \_\_\_\_\_

Our official website \_\_\_\_\_

Blogs \_\_\_\_\_

YouTube \_\_\_\_\_

CNN iReports \_\_\_\_\_

Facebook \_\_\_\_\_

Twitter \_\_\_\_\_

Do I use news events as an opportunity to open discussions with our leadership team? \_\_\_\_ Yes \_\_\_\_ No

Should I do it more often? \_\_\_\_ Yes \_\_\_\_ No

What do I need to prioritize when I return to the office? \_\_\_\_\_

\_\_\_\_\_

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### About Your Speaker

Known as the guy to call when “it” hits the fan, Gerard Braud (Jared Bro) is an expert in crisis communications and media issues.



He is an international trainer, author and speaker, who has improved crisis communications for organizations on five continents.

He is credited with developing one of the most innovative approaches to writing Crisis Communications Plans, allowing companies to complete entire plans in just 2 days. He is also the author of *Don't Talk to the Media Until... 29 Secrets You Need to Know Before You Open Your Mouth to a Reporter.*

Gerard has a gift for foreseeing and predicting crises. Fifteen years before Hurricane Katrina, he predicted the catastrophic destruction that would befall his hometown of New Orleans. For 2 years prior to the Virginia Tech shootings of 2007, Gerard warned that the crisis communications plans at most universities were insufficient and would fail when they were needed most.

Gerard Braud (Jared Bro)

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