

Communicating in a Crisis: Lessons for COVID-19

Chad Carlton, President and Founder

Who We Are

- Public relations & communications firm
- High-stakes experience
- Trusted by CEOs, governors, mayors, executives
- Offices in Louisville and Indianapolis







Six standards of crisis communications

- Be truthful
 - Be consistent
 - Be receptive
 - Be flexible
 - Be prepared
 - Be calm
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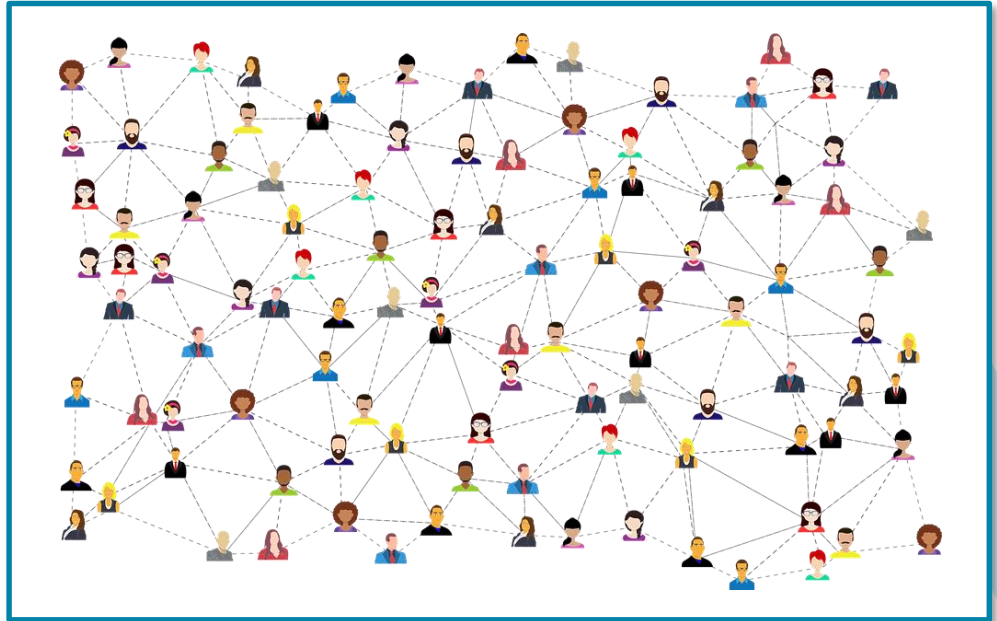
Stop. Think. Breathe.

- Gather the facts
- Assess the situation
- Identify your subject matter experts
- Prepare key messages



Identify key stakeholders

- Clients/customers
- Employees/unions
- Funders
- Board of Directors
- General public





Identify channels of communication

- Website
- Social Media
- Earned Media
- Text
- Email
- Voice Mail
- Video Conferencing



BUILDING
KENTUCKY

Communication Tips




Be creative and adaptive





Talking with Clients/Customers

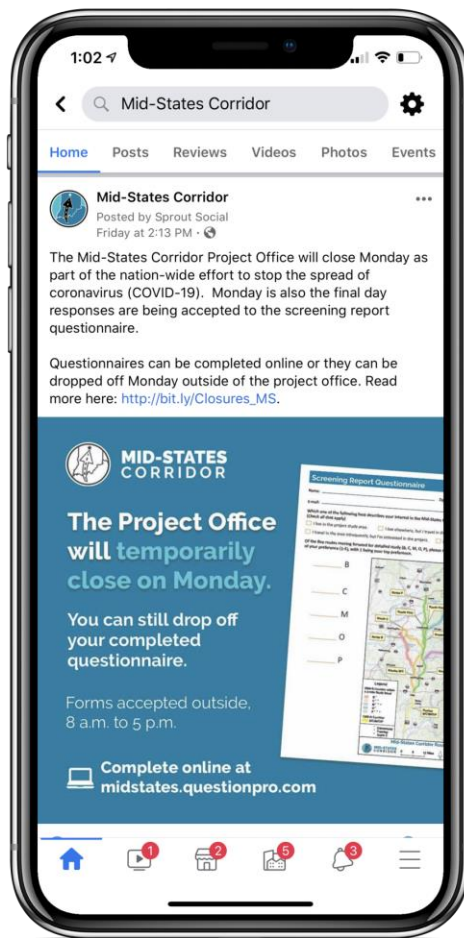
- Be proactive
 - Use all available tools
 - Ask for patience
 - Do what you can and communicate what you do
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Sharing Information: WellCare




Did you know?

Sharing Information: Mid-States Corridor





Talking with Employees

- Calm, concerned and caring
 - Put a priority on listening
 - Be honest about pocketbook issues
 - Create ambassadors or adversaries
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Sharing Information: Louisville Water Company



Talking to Reporters




Focus on the Positives





Answering tough questions

- Avoid “No comment”
 - Reject leading questions
 - Redirect to the key points
 - Ask for clarification
 - Don’t repeat misinformation
 - Use “I’ll check on that and let you know”
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WALK THE TALK: **Don't Undermine your Message**





What we do at C2

- Public Relations
 - Crisis Communications
 - Media Relations
 - Marketing
 - Strategic Planning
 - Public Engagement
 - Social Media
 - Websites
 - Video and Photo
 - Graphic Design
- 



C2 STRATEGIC
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