Crisis On The Horizon: Navigating The Storm

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Nebraska Medicine

- Clinical Partner of the University of Nebraska Medical Center

- More than 8,000 employees
- Three major facilities, 40 outpatient clinics
- Primary role is care of patients
- Nationally known for transplant, cancer, cardio, neuro
My Role

- Connect local and national media with extraordinary stories
- Social media – Facebook, Twitter, Instagram, Snapchat
- Produce content – video, photos, articles

- Prepare for the worst
- And one more thing
My Role

- Spokesperson in times of crisis
Crisis Communication History

- Culture of “proactivity” is key to success
- If that isn’t your way, the cultural revolution must start now
- Leadership involves us in crucial communication decisions
- They don’t just involve us, they take our advice
- Because leadership trusts us, others do as well
- Work in tandem with our legal team on communication plans
Plan, Plan and Plan Again

- Establish a core group to craft, review and execute your plan
- Have a plan, a backup plan and a backup backup plan
- Sharing messages in multiple places at the same time
- Internal and external communication must be considered
Preparing Your People

- Culture again, is key
- Many of our doctors, nurses, others have done interviews
- Infectious diseases specialists had previous interview experience and continue to speak with media
- We constantly provide experts to local media for interviews for topics both big and small
Selecting The Best Representatives

- It often takes multiple people during long term events
- Identify those who are most knowledgeable and comfortable
- Find backups for your backups
- Requests will be relentless, you must prioritize quickly
- Establish a plan and stick to it
Prioritizing The Flood Of Requests

- Calls, texts and emails come by the dozens
- Triage their importance with a running list of who, what and when
- Have an established list of who is available
- Firm grasp of technology to execute your plan
- Don’t forget local media
What Your Experts Need To Know

- Proactivity is a must
- Saying “no comment today” is not an option
- Putting your head in the sand is the worst possible option
- You MUST BE AVAILABLE and willing to provide updated information according to the daily media appetite
Answering The Tough Questions

- Physical and emotional closeness to experts is important
- It’s ok to say “I don’t know.”
- It’s ok to say “I can’t share that information right now.”
- Culture of transparency establishes goodwill
How To Fail In The Spotlight

- Start crafting the message when the questions come
- Have no one available to answer questions
- Omit important details in media releases
- Fail to respond in a timely fashion