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*This video highlights the importance of skillfully dealing with the media as well as having briefing material in template form ready to go.*

**Transcript**

*During an emergency, you need to worry about your staff and the physical assets of your operation, but your good name and reputation are also at risk.*

*Your management team is likely to come under scrutiny by the media looking for news-worthy information. Every executive should learn what to say, how to say it, and in what order to effectively control the direction of an interview. Official spokespersons should be designated and given additional training on speaking with the media. For example, if your organization suffers a fire or flood, consider issuing a press release immediately detailing the situation and promising more information as it becomes available.*

*As part of your emergency response plan, make sure you have prepared information giving the background of your organization and its leadership. Most news organizations will use the material you’ll give them rather than spending time researching this material on their own.*

*If a press conference is appropriate, choose the location carefully. It may be best to avoid holding the press conference at the scene of the disaster, especially if there is visible damage to your facility or there was a loss of life.*

*In other situations you may decide to hold the conference at your facility as a show of confidence in returning to full operations.*

*The wide-scale use of social media has further complicated matters and makes managing the message even more complex. Many public relations firms and some universities offer courses on this topic.*

*To learn more about media and press management consult the* ***Ready Rating Resource Center****.*