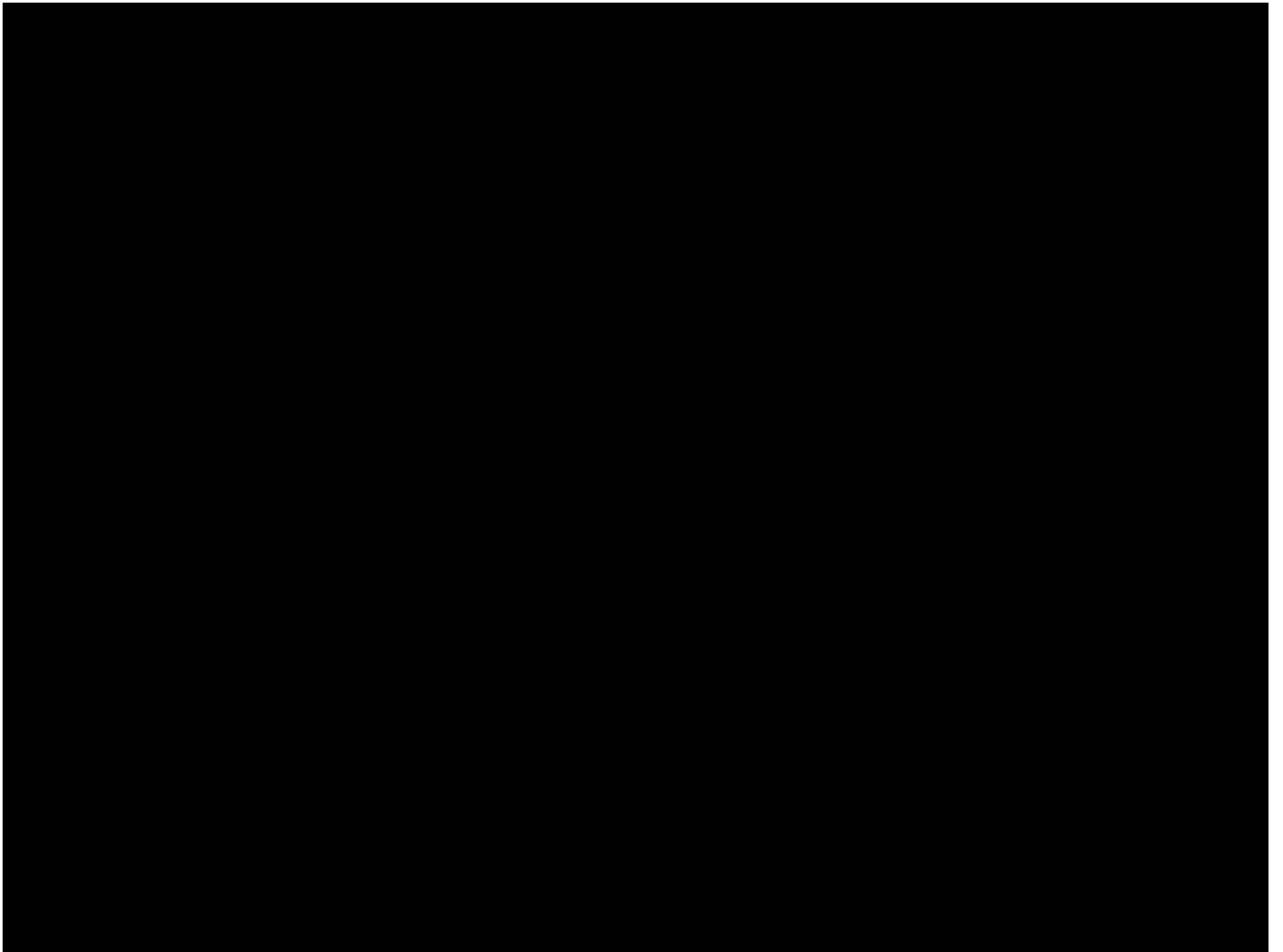


Media 101

For ALL of us (me included).



Media

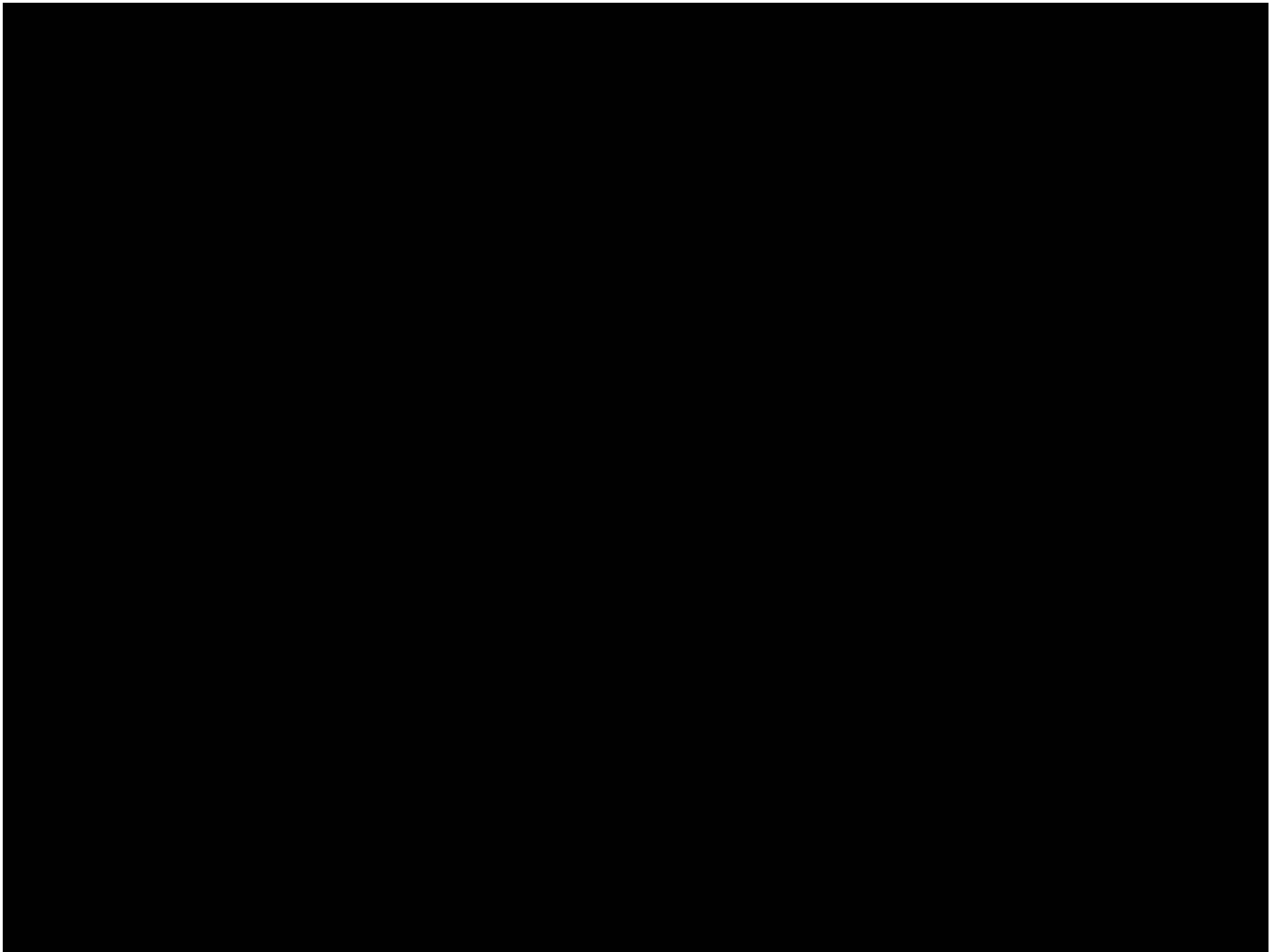
- *Greek Grammar.* a voiced plosive
- *Anatomy.* the middle layer of an artery or lymphatic vessel.
- *Entomology.* a longitudinal vein in the middle portion of the wing of an insect.

Media

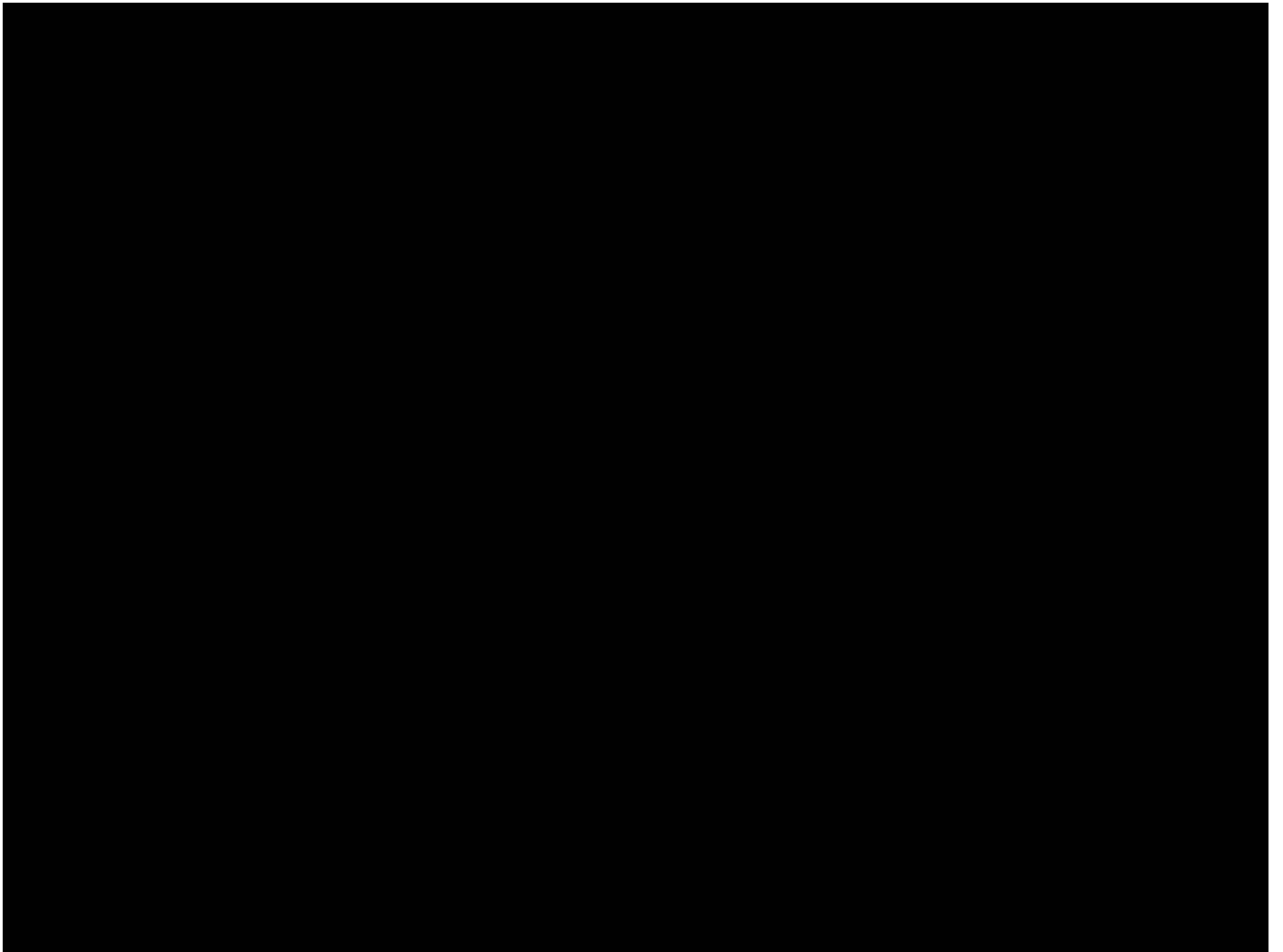
- Instructional methods

Media

- the means of communication, as radio and television, newspapers, and magazines, that reach or influence people widely



..... error message 232



Aviation Accidents

- United 232 – Sioux City
- Pan Am 103 – Lockerbie Scotland
- KLM & Pan Am – Tenerife
- American Airlines 965 – Cali, Columbia
- Swiss Air 111 – Coastal waters, Canada
- Alaskan Airlines 261 – Coastal waters, California

Do we...

- train our flight attendants to evacuate aircraft in a variety of situations?

Do we...

- train our flight attendants to evacuate aircraft in a variety of situations?
- train our flight deck crew to land aircraft in a variety of situations?

Do we...

- train our flight attendants to evacuate aircraft in a variety of situations?
- train our flight deck crew to land aircraft in a variety of situations?
- train all our crew members to deal with incapacitation in another crew member?

Do we...

- train our flight attendants to evacuate aircraft in a variety of situations?
- train our flight deck crew to land aircraft in a variety of situations?
- train all our crew members to deal with incapacitation in another crew member?
- have a training manual that is extensive?

Do we...

- Have a reasonable expectation that our crew (both in the air and on the ground) will perform their duties well?

Do we...

- Have a reasonable expectation that our crew (both in the air and on the ground) will perform their duties well?

YES!!!

When our crews perform as they
were trained...

When our crews perform as they
were trained...

is it a “*Miracle*”?

Miracle

- an effect or extraordinary event in the physical world that surpasses all known human or natural powers and is ascribed to a supernatural cause.
- such an effect or event manifesting or considered as a work of God.

Survival in an aircraft accident is

- Expected
- The result of MANY people's MANY years of hard HARD work

Statistical Noise

- Accident rate in aviation “flat-lined” decades ago
- Fatality rate in FATAL accidents is low

But the flights you remembered were ...

Hard to resist...

But its MY moment of fame...

Hero

Professional

What message should we be sending?

- We care
- We are working hard to make sure tragic rare events are even more rare
- We will succeed, because we will not stop

Key Messages

- Have a box to stay in
- FILL that box with knowledge so you can easily access that
- Have bridges to get from the dangerous area TO the box where it is safe

Practice, practice, practice...

- Train, practice, train, practice
 - REPEAT

Who do we train...

- Facebook
- Twitter
- Bloggers
- ALL “SOCIAL NETWORKS” are media outlets now

What tools do we use to get the
key messages across?

What tools do we use to get the
key messages across?

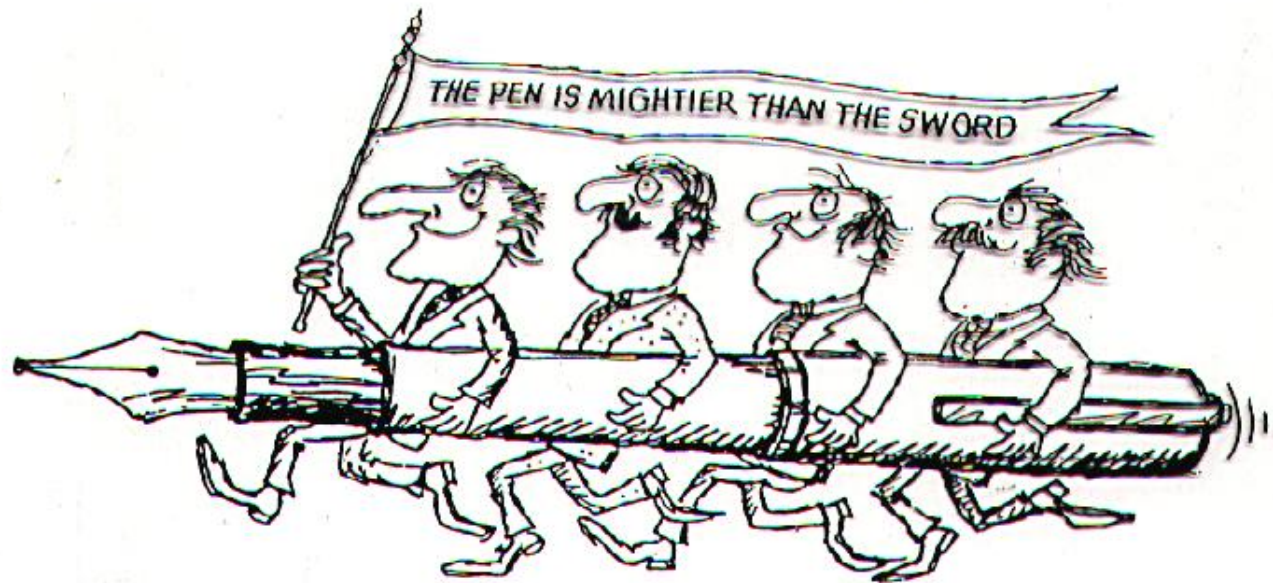
- Aural
- Visual
- Experiential

Now let's put these ideas to
use...

Now let's put these ideas to
use...

- An aircraft in the world just crashed, there are fatalities,

Our Challenge



There is **no** such thing as bad press!

How the Media work, how to work the media

- Can't run
- Can't hide
- Can't kill them
- ...they aren't all bad...

They may be...



- Inexperienced
- Under tight deadlines
- Ignorant on this subject
- Competitive (on commission)

We CAN'T

- Have a personal opinion
- Say “no comment”
- Say “I’m not allowed to...”
- Run away
- Criticize other groups/agencies
- Push or touch the media
- Get angry with the media (except...)

Who is your audience?

- Employees
- Traveling public
- Shareholders
- **IN SHORT...Everyone**



What do they all want to know? What do you want them to see?

The deferral

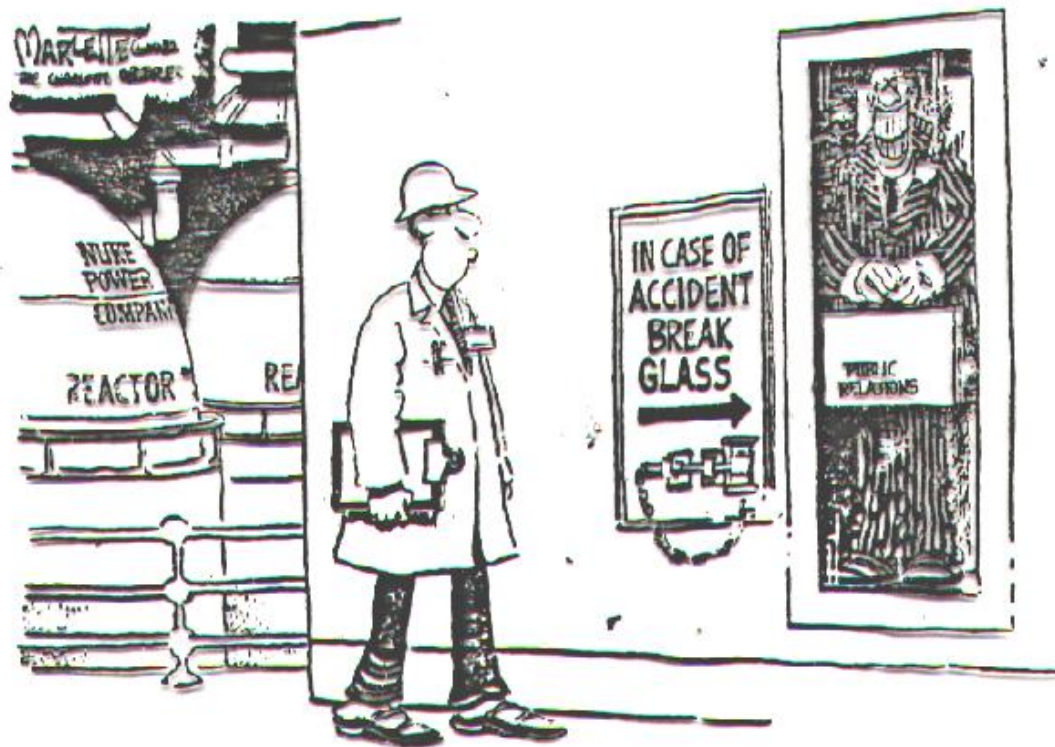


- My name is.....
- I do work for _____ as a
- For answers to any of your questions please contact our communications office at 1-888-888-8888
- I need to go now, thank you (I will be available for interview later).

Have someone with
Public Relations
available at all times to
handle a crisis:

bloggers

facebook



Twitter

Staying IN THE BOX

- We have had an accident
- We have a plan (and its working)
- We are in business (safe) still

DON'T try to "wing" it!



Staying IN THE BOX

- (We will be factual and forthcoming)
- We care
- We are in control and are doing something
- We will survive this

Are you **READY** for some
questions?



We have heard that as a result of this accident the regulator is considering suspending your company's operating certificate! How do you feel about that and what are you going to do?

...drawing a blank?

What message should we be sending?

- We care
- We are working hard to make sure tragic rare events are even more rare
- We will succeed, because we will not stop

You are the regulator and are charged with protecting the public from the greed of the companies. Why did you let this operator continue? Its obvious they didn't care about people and its obvious you were in bed with them!

We've heard that you inspected this company just last week and that you found many problems. How can you defend your actions to let them continue to operate in the shoddy manner they were?

This accident is going to cost your company lots of money, are you going to survive this? How much money is it going to cost? How much will you be paying to the families of the victims?

The communities are enraged by this accident, there are some that say they knew it was coming and they are now going to boycott your airline. How do you feel about that and what are you going to do to stop this backlash?

Your aircraft are being maintained by a company that is in bankruptcy, its pretty obvious that you don't care what corners are being cut and that you have allowed these people to die as a result of your cost cutting measures and penny pinching. What have you got to say about this?

How long is it going to take before you admit the problems and do something about them? How many people have to die before action is taken?

This aircraft was in for maintenance yesterday, why did you allow it to go flying when it was obviously unfit to fly? How can you sleep at night knowing you caused this tragedy to occur? Will you be able to face your community leaders now?

Are we ready for this one?

Your heroic crew saved everyone, isn't it a miracle?

Debriefing

Not just for the operational aspect, for our media interaction/coverage as well.

Tell me what you think, what worked, what didn't...

What could we improve?

What did you learn from this?

What message should we be sending?

- We care
- We are working hard to make sure tragic rare events are even more rare
- We will succeed, because we will not stop

Practice so you can be



as relaxed and ready as this.

Practice so you can be



responding like a “pro”.