

Media and Public Relations

Making a Great First Impression

In order to do this you should use the Five B's.
The Five B's are the following:

- **Be on time:** when you are on time, you demonstrate to the other person that you care about their time and value them.
- **Be yourself:** when you are yourself, you come across sincere and show you want to build an honest relationship with the person.
- **Be positive:** when you are positive you create an inviting environment. When you have a negative attitude, people will want to drift away from you.
- **Be courteous:** when you are polite and courteous, people will remember this aspect and create a lasting positive impression.
- **Be brief:** when you are talking, avoiding taking too much time. Being too talkative may be seen as a negative trait and this could hurt your first impression.

Gauging the Impending Crisis Level

Here are some simple steps to gauging a crisis when it occurs:

- **What happened?** Your goal here is to determine what actually happened. Ask several resources and contacts. Take notes and compare the information. If you see discrepancies then the crisis has not been clearly assessed yet. Continue until you obtain consistent answers.
- **Why did it happen?** The reasons for the crisis may not be easy to determine. However, gaining this information could avoid more problems to occur and reduce further damage.
- **Who is impacted?** This is essential to obtain because anyone involved in the crisis will need some form of communication management to happen. If customers are affected, then you may need to make an announcement to the public. If employees are involved, you may need to contact their families.
- **What are the ramifications?** Once you obtain the first three pieces of information, you will need to sit down and determine the ramifications. Here are some things to consider:
 - What is the legal or liability involved.
 - What is the cost of correcting or dealing with the crisis?
 - What damage to the company image will occur?
 - What affects does the crisis have with the ability for the company to run normally?
- **Who is liable?** Determine if your company or someone else is liable and seek legal counsel as soon as possible.

How Information Will be Distributed

The basic communication plan includes the following elements:

- Party to contact
- How should they be contacted (ex. email, letter, phone or in person)
- What should be communicated
- When should they be communicated
- Who is responsible or owner for communicating to that party
- The date this party was actually contacted