

CRISIS MEDIA TRAINING BEST PRACTICES

From Crisis Management
and Communications

by Dr. W. Timothy Coombs



1

Avoid the phrase “no comment” because people think it means the organization is guilty and trying to hide something.

2

Present information clearly by avoiding jargon or technical terms. Lack of clarity makes people think the organization is purposefully being confusing in order to hide something.



3

A spokesperson needs to have strong eye contact, limited “uhms” or “uhs”, and avoid distracting nervous behaviors, such as fidgeting or pacing, that people may interpret as deception.

4

Brief all potential spokespersons on the latest crisis information and the key message points the organization is trying to convey to stakeholders.



INSTITUTE FOR
PUBLIC RELATIONS



WWW.INSTITUTEFORPR.ORG

Graphic by Josh Ferrari