



# What You Might Face



Senior executive accused of fiscal mismanagement – or worse

Employee files a sexual harassment or discrimination suit

Food service manager makes an inappropriate comment

Active Shooter

“Angel of Death”

Bombings

Chemical Spills

Crimes

Criminal Accusations

Data Loss

Discrimination Complaints

Environmental Disasters

Epidemics

Explosions

Fires

Floods

Food Poisonings

Hazmat Situations

Hacker Attacks

Investigative Reports

Lawsuits

Legionnaire’s Disease

Mass Casualty Event

Medical Device Failure

Norovirus

OSHA Citations

Plane Crashes

Protests

Reputational Threats

Sabotage

Sexual Misconduct

Star Rating Decline

Social Media Threats

Thefts

Turnover Issues

Union Grievances

Walk-offs

# Could This Happen To You, Your Facility or Client?

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# Crisis Communications & Crisis Management

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- > When the media turns their cameras or laptops on you or your client
- > Who we are
- > What we do

# The Court of Public Opinion

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Controversies today are tried in the  
**Court of Public Opinion** –  
as often as in the **Court of Law**.



# The Damage Control Playbook

Rule #1: Tell the truth

Rule #2: Tell it first

Rule #3: Tell it all

Rule #4: Tell it fast

Rule #5: The media filters

Rule #6: Fundamental role of reporters is not to inform or educate





# Crisis Management & Crisis Communications

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**Villain**

**Victim**

**Vindicator**



# Crisis Management & Crisis Communications



## Hennes Communications

Crisis Management  
Crisis Communications  
Litigation Communications Support

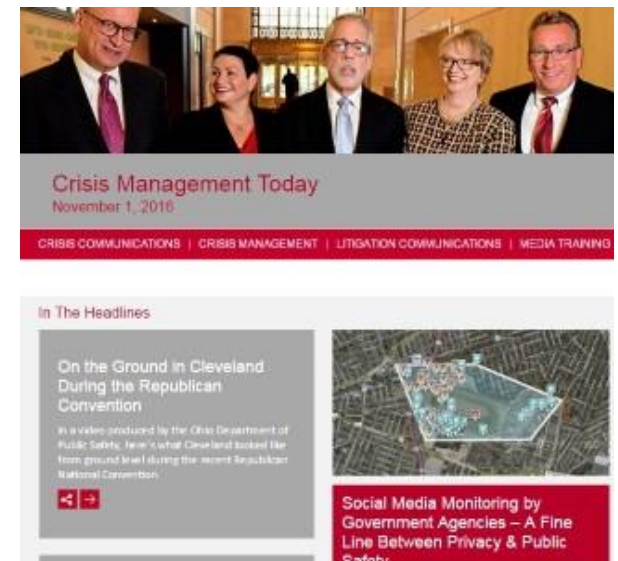
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# Don't Let This Happen to You

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