Contingency Planning/
Crisis Management &
How to Address the Media

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Contingency Planning

• Cows
• Bomb Threats
• Frozen Rocks
New Media is Everywhere and Everybody

Crisis Management & the Media
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Goals

- Transparency
- Objectiveness
- Factual
• 2012 WI Governor Recall

Video Feed of Wisconsin Recall Count Draws Thousands

By J. DAVID GOODMAN JANUARY 20, 2012 12:33 PM 2 Comments
Reminders

• Anticipate Issues
• Build Crisis Management Team
• Internal Communications
• External Communications
• Develop Key Messages
• Identify Media Outlets & Audiences
• Monitor News Stories & Social Media

Reminders
• Develop a Web site for your election office. If you lack resources to accomplish this, consider partnering with other local elections offices within your state or with your state election office to build a statewide Web site. Recognize that the Web site will be open for business 24 hours a day, 7 days a week, so you must have the technical capacity to host many visitors. Utilize this media to educate and inform everyone, including voters, candidates, elected officials, media, poll workers, students, etc.
New Media
Contact

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