

Handling a Crisis

- Always acknowledge public needs and concerns
- Challenge Assumptions
- If you don't wish to answer a question say so, but give the reason why
- Be assertive without being rude
- Stick to the facts

Issuing Statements

- Introduce yourself
- Set down the ground rules
- Read your statement
- Apologise, show concern and sympathy in the event of a tragedy
- Take a few questions
- Politely excuse yourself

The News Conference

- Venue and timing
- The right team?
- Nominate a chairperson
- Introduction, read a short prepared statement, allow questions
- Don't be interrupted
- Close the conference