





Friday, 3:15 p.m.

Nov. 4, 2011















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Crisis Communication in the age of Social Media



R. Grant Rampy



- The Babbler, Editor (Lipscomb)
- The Nashville Banner, intern
- 1986, NBC intern
- Journalism/Mass Comm, ACU, 1987
- KTAB, Abilene, TX
- WBKO, Bowling Green, KY
- WANE, Fort Wayne, IN
- CLTV News, Chicago, IL
- KDNL, St. Louis, MO
- Fox News Channel, Chicago, IL
- Tribune Broadcasting, Washington, DC
- Director of Public Relations, ACU







Our mission is to educate students for Christian service and leadership throughout the world. ACU is a national leader in Christian higher education and a place where students, faculty, staff and alumni change the world.

Initial report:

- * ACU Athletics bus (golf team)
 - * Crash occurred in Dallas
 - * Minor damage to the bus
 - * No injuries

In the first hour...



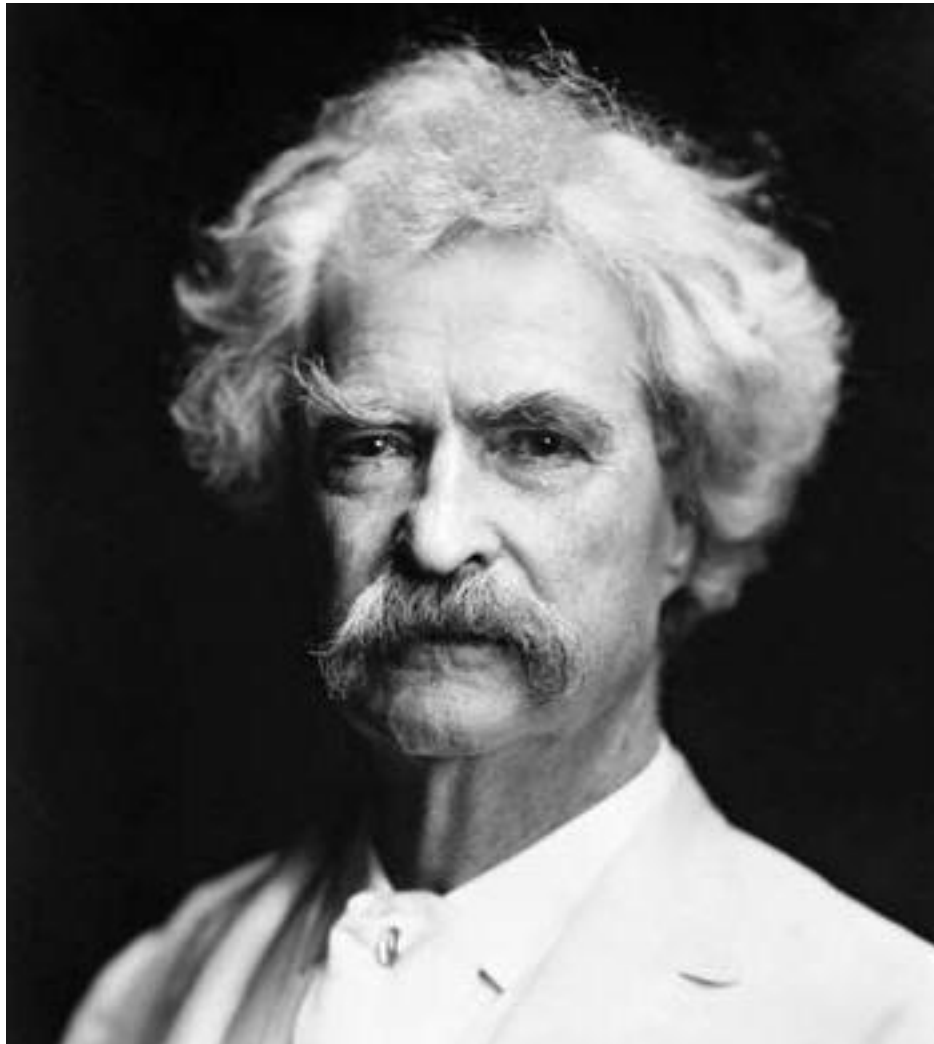


- * Assembled ERT
- * Altered homepage
- * Activated emergency blog
- * First social media post
- * Arranged 6 p.m. news conference
- * Deployed president, sr. leaders
to five hospitals in four cities
- * Planned 9 p.m. prayer vigil
- * Alerted legal, insurance



What do these
men have in common?







Keillor, Twain and Christ



Keillor, Twain
and Christ

=

GREAT STORYTELLERS



Tell your story



Tell your story
or someone will make
one up and tell it
for you

- * There was an accident



- * There was an accident
- * We lost Anabel, others were hurt



- * There was an accident
- * We lost Anabel, others were hurt
 - * We will keep you informed



- * There was an accident
- * We lost Anabel, others were hurt
 - * We will keep you informed
 - * We're a family



- * There was an accident
- * We lost Anabel, others were hurt
 - * We will keep you informed
 - * We're a family
 - * We'll get through this







Keandra →

Anna →

Tiffany →

Mandy → sz.

GRANT
RAMPY

Kathleen →

DORSTHORST - Jeff / Linda Arrington

N. CRUZ - MANDY SETTER

CIUFO - Almon / Delony

M. FORD - JENNY Butler (siks PD)

674-2696

HAYLEY W. → J. Delony

REID → Jones (W)

Thompson (JNT)

Delony

* Both And Fisher

Anita Gura

Hazel / Ellor

Susan Clark

Jeanine Rose

JD Laura Blake

Time Fleet

y Jamie

x Cindy S.

KR Amy Kay

Rita Hibel

Bob Skidmore

Jan Myer

KR Jim Tietse

JG Betty Ship

Gary + Phil - San Angelo
Mark + Jean-Noel - Hendrick
Suzanne - Ballinger

Ballinger
Hospital

Dallas?

3.00 HWC
Alum conf.
Room.

5	3	1	1	0	*
SAN ANGELO SHANNON	ARKINE HENDRICK	DFW PARKLAND	SAN ANGELO COMPTON	BALLINGER	WATSON
MILLER	CRUZ	CIUFO	DORSTHORST	WATSON	WATSON
MILLER	FORD	CIUFO	DORSTHORST	WATSON	WATSON
COOKE	LUTE	CIUFO	DORSTHORST	WATSON	WATSON
WATSON	LUTE	CIUFO	DORSTHORST	WATSON	WATSON
HENDERSON	LUTE	CIUFO	DORSTHORST	WATSON	WATSON







About

Academics

Admissions

Research

Athletics

Student Life

Campus Offices



EXCEPTIONAL

Up and Coming

ACU holds on to its No. 1 ranking as an Up-and-Coming school among Regional Universities-West in U.S. News and World Reports "America's Best Colleges" report for 2012.

[Learn More](#)

What's New

Future Students

Parents

Alumni

Current Students

Give to ACU

News Alert

An Abilene Christian University bus overturned this afternoon near Paint Rock, Texas. Twelve students, three faculty members and the spouse of one faculty member were passengers, representing the Department of Agricultural and Environmental Sciences. ACU officials are on site and will update the emergency blog with information as it becomes available.

<http://emergency.acu.edu>

News

- Images of Aging Photo Contest accepting entries
- Season of Caring brightens holidays for needy
- Interior design students win regional ASID compet
- COBA Distinguished Speakers Series
- Alum writes book on news industry

[Browse all news articles](#)

Events

Criminal Justice Lecture Series, Carla Kelman
Kelman is a Fort Worth attorney and judge pro...
Nov. 14 1 - 2 p.m.

ACU Fall Jazz Concert featuring Jett "Tair" Watts, drummer
The Music Dept at ACU invites you to enjoy the...
Nov. 15 7:30 - 8:30 p.m.

Guest Artist: Manhattan Piano Trio
The Music Dept is proud to host the Manhattan...
Nov. 21 7:30 - 8:30 p.m.

Spotlight



Physics major Mandi Crowder tells how undergraduate research opportunities and a family atmosphere influenced her decision to study physics at ACU.

[Explore Majors](#)

[Visit Campus](#)

[Apply to ACU](#)

Connect Online





Abilene Christian University

We ask for your prayers as university officials work to gather details of an accident near Paint Rock, Texas, that includes ACU students and faculty. Further details will be provided as they become available.

[Like](#) · [Comment](#) · [Share](#) · November 4 at 4:55pm ·



Kevin Christian, Matt Boisvert and 163 others like this.



[View all 186 comments](#)



[114 shares](#)

Write a comment...



ABILENE CHRISTIAN UNIVERSITY

OFFICE OF THE PRESIDENT



Parents,

Please be in prayer for ACU students and faculty. An Abilene Christian University bus overturned this afternoon near Paint Rock, Texas. Twelve students, three faculty members and the spouse of one faculty member were passengers, representing the Department of Agricultural and Environmental Sciences.

ACU representatives are with students, faculty and their families at area hospitals. For more information and for the latest updates, visit emergency.acu.edu.

In Him,

ACU Emergency Updates

The official emergency site for Abilene Christian University.

CONTACT INFORMATION

Media Contact:
Grant Rampy,
Director of Public
Relations, 325-674-
2692 Concerned
Parents of Current
Students: Tina Fleet
of ACU Student
Services, 325-674-
6802



OTHER RESOURCES

FRIDAY, NOVEMBER 4, 2011

Overflow crowd joins in prayer service at ACU



Members of the ACU community participated in a candlelight prayer service in the Beauchamp Amphitheater (Photo by Garrett Hoskins)

Hundreds of students, faculty, staff and friends filled ACU's Beauchamp Amphitheater tonight in an outpouring of love for victims of the bus accident earlier today that took the life of one student and left others with injuries ranging from minor to critical.

A few hours earlier, the bus containing 16 representatives from the Department of Agricultural and Environmental Sciences rolled over on U.S.

BLOG ARCHIVE

▼ [2011 \(17\)](#)

▼ [November \(17\)](#)

[Thank you for your support; please see our new blo...](#)

[Watch livestream of Nine O'Clock devo, Monday Chap...](#)

[Saturday evening update](#)

[Services for Anabel Reid scheduled for Wednesday](#)

[Sunday, Monday devotionals open to all](#)





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I Want to Help

SO THAT WE CAN COMFORT

This site has been developed to provide the latest news regarding the bus accident that affected the ACU community. In addition, you can find ways to provide help, support, and encouragement.

Live Audio Feed of Anabel's Memorial Service

by **SCOTT KILMER** | 11.09.11 | UNCATEGORIZED

COMMENTS **0**

A live audiocast of Anabel Reid's "A Celebration of Life" memorial service is being provided by Acapella Radio.

Listen live at 5:30 p.m. (CST): <http://blt.ly/v76wx1>

A full video replay of the memorial service will be posted later this evening. You'll find the video [on this blog](#) as soon as it becomes available.

Watson released from hospital today

by **RON HADFIELD** | 11.09.11 | UPDATES

COMMENT **1**

Earlier today, sophomore **Anna Watson** was released from Shannon Medical Center in San Angelo.

Six people are still hospitalized with injuries from last Friday's bus accident. Three of them remain in critical condition.

2 Corinthians 1:3-4

Praise be to the God and Father of our Lord Jesus Christ, the Father of compassion and the God of all comfort, who comforts us in all our troubles, so that we can comfort those in any trouble with the comfort we ourselves receive from God.

I Want To Help

[Donate Financially](#)

[Prayer Wall](#)

[Service Opportunities](#)

Resources and Support

[ACU Counseling Center](#)

Passenger Status

[Anna Ciufo, The Woodlands, Texas](#)

[Dr. Jim Cooke, Abilene, Texas](#)

Prayer Wall

by JASON GROVES

COMMENTS 45

In the comment section below, please share a prayer, scripture or encouraging message with the families affected by the bus accident.

COMMENT

45 Comments



Kate

8:57 pm, 11.06.11



Heart-broken and praying for everyone involved. Dr. Cooke, your servant heart will continue to be an inspiration to me.

REPLY



Rita Hoffman

9:27 pm, 11.06.11



Praying for all of you during this time. May God be with each one of you. God Bless you all. Praying for healing.

REPLY



Amanda Zink

9:33 pm, 11.06.11

2 Corinthians 1:3-4

Praise be to the God and Father of our Lord Jesus Christ, the Father of compassion and the God of all comfort, who comforts us in all our troubles, so that we can comfort those in any trouble with the comfort we ourselves receive from God.

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ACU Counseling Center

Passenger Status

Anna Ciufu, The Woodlands, Texas

Dr. Jim Cooke, Abilene, Texas

Naomi Cruz, Richmond, Texas

Allison Dorshorst, Colleyville, Texas

Merissa Ford, Maple Valley, Washington

Kathleen Henderson, Rockport, Texas

Jason Iris, Southhampton, Bermuda

Tiffany Lutz, Zelienople, Pennsylvania

Emmett Miller, Hawley, Texas

Pat Miller, Hawley, Texas

Dr. Michael Nicodemus, Abilene, Texas

Anabel Reid, Petersburg, Texas

Naomi Cruz, Richmond, Texas

by JOSHUA TOOLEY

COMMENTS 17



Condition Update (Nov. 6, 2011): In hospital.

Hometown: Richmond, Texas

Classification: Freshman

Major: Animal Science (Pre-Veterinary Medicine and Health)

COMMENT

17 Comments



Wimon & Rosalinda Walker

5:53 am, 11.07.11



Naomi, we don't know you since we live in South America (we're the ACU Study Abroad directors down here), but I wanted you to know that we are praying fervently for your healing.

REPLY



Suanna Davis

6:58 am, 11.07.11

2 Corinthians 1:3-4

Praise be to the God and Father of our Lord Jesus Christ, the Father of compassion and the God of all comfort, who comforts us in all our troubles, so that we can comfort those in any trouble with the comfort we ourselves receive from God.

I Want To Help

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[Emmett Miller, Hawley, Texas](#)

[Pat Miller, Hawley, Texas](#)

[Dr. Michael Nicodemus, Abilene, Texas](#)

[Anabel Reid, Petersburg, Texas](#)

[Kendra Unamba, Midlothian, Texas](#)





Abilene Christian University

This morning's chapel will be dedicated to those involved in Friday's bus accident. The 30-minute event is open to anyone who wishes to support the ACU community. If you can't make it to Moody Coliseum for chapel, you can watch the event live online right now at <http://www.acu.edu/live/>



Live @ Abilene Christian University
www.acu.edu

Live Stream at Abilene Christian University

Like · Comment · Share · November 7 at 10:59am ·

Jama Fry Cadle and 43 others like this.

3 shares

Write a comment...



ACU Emergency Updates

The official emergency site for Abilene Christian University.

CONTACT INFORMATION

Media Contact:
Grant Rampy,
Director of Public
Relations, 325-674-
2692 Concerned
Parents of Current
Students: Tina Fleet
of ACU Student
Services, 325-674-
6802



OTHER RESOURCES

[Abilene Christian
University Website](#)
[ACU Alert System](#)

SATURDAY, NOVEMBER 5, 2011

Saturday morning update

Abilene Christian University president Dr. Phil Schubert was back at Hendrick Medical Center early this morning to visit with each of those hospitalized after yesterday's bus accident near Paint Rock, Texas. He was joined by other ACU officials, faculty and staff who are helping family members of the injured.

One of the 10 patients receiving treatment in hospitals in Abilene, San Angelo and Dallas is expected to be released today.

As previously reported, five patients were released last night. One other, sophomore Anabel Reid of Petersburg, Texas, died of her injuries. Funeral arrangements are pending.

Please check back often for updates and additional information.

Posted by Abilene Christian University at 11:01 AM

BLOG ARCHIVE

- ▼ [2011 \(17\)](#)
- ▼ [November \(17\)](#)

[Thank you for
your support;
please see
our new blo...](#)

[Watch
livestream of
Nine O'Clock
devo,
Monday
Chap...](#)

[Saturday
evening
update](#)

[Services for
Anabel Reid
scheduled for
Wednesday](#)

[Sunday,
Monday
devotionals
open to all](#)

[Message from
ACU
president
Schubert](#)

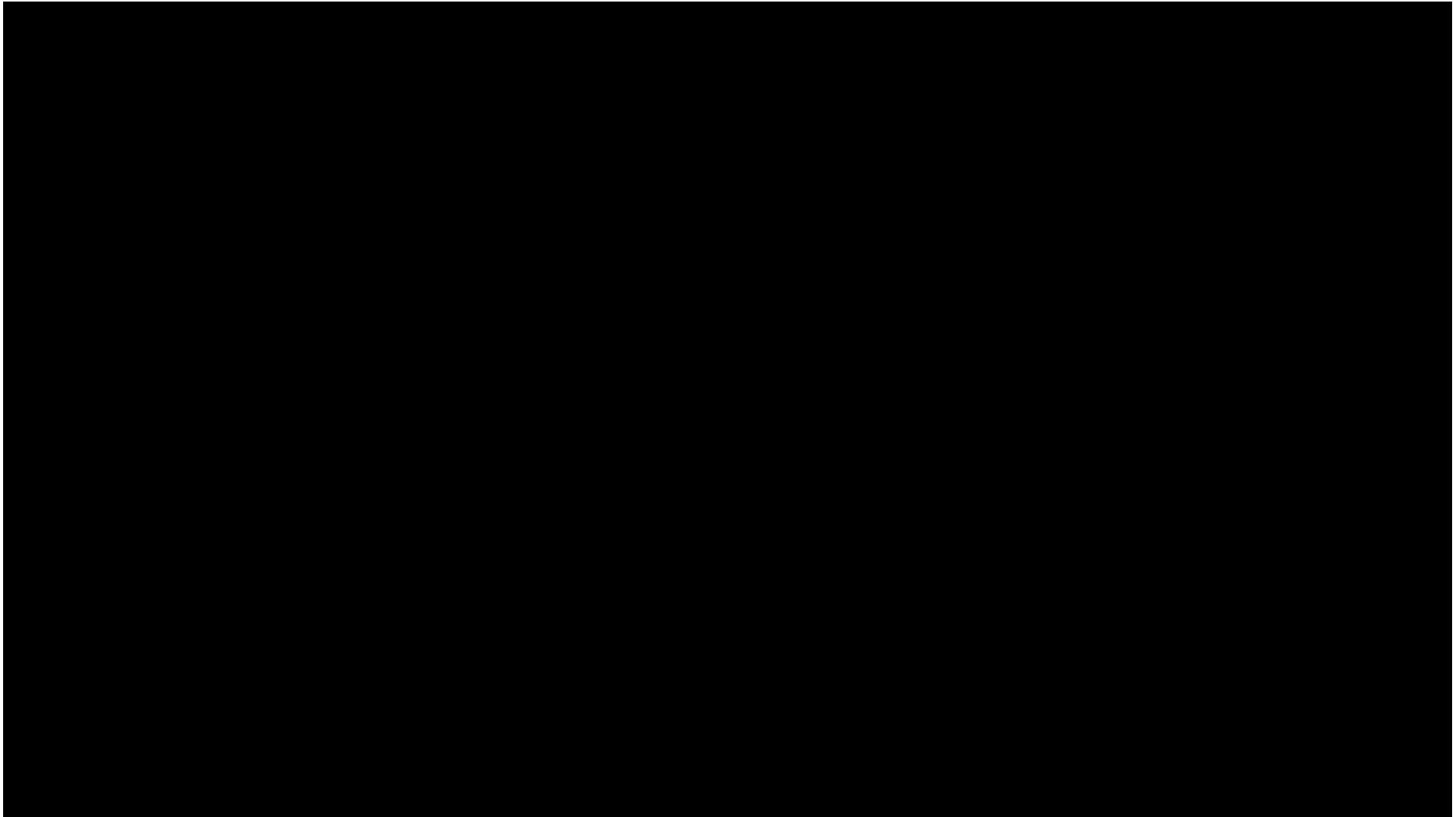
[Newer Post](#)

[Home](#)

[Older Post](#)









Abilene Christian University

After spending time with students, faculty and families at an Abilene hospital this morning, Abilene Christian University president Dr. Phil Schubert prepared this message of gratitude for the many kinds of support offered to the ACU community from people around the world. Continue visiting <http://emergency.acu.edu/> for more updates.



Message from ACU President Schubert

www.youtube.com

After spending time with students, faculty and families at an Abilene hospital this morning, Abilene Christian University president Dr. Phil Schubert prepare...



Like · Comment · Share · November 5 at 1:55pm ·



Linda Hagler, Carol Pendley Bailey and 123 others like this.



View all 26 comments



59 shares



Kimberly Hays Easdon We are sorrowful as part of the ACU family but know God is good and will walk with everyone who has been impacted. Prayers lifted up.

November 5 at 10:10pm · Like



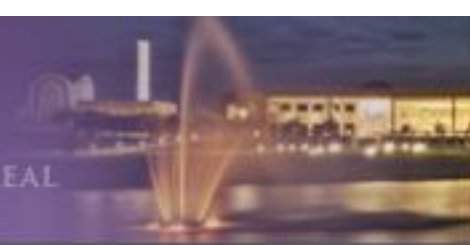
Sherri Swetkovich Praying for all.

November 6 at 12:51am · Like

Write a comment...



ABILENE CHRISTIAN UNIVERSITY
EXCEPTIONAL INNOVATIVE REAL



Dear friends of the ACU community,

An outpouring of support from around the world has been felt by the Abilene Christian University community since yesterday afternoon's tragic bus accident involving a group of people headed for a weekend of volunteer work at Medina Children's Home.

As you may have heard, 16 people - students, faculty and the spouse of a faculty member - were injured in the crash, which occurred near Paint Rock, Texas. The group represented the Department of Agricultural and Environmental Sciences on one of the mission trips it organizes each year. The three-day trip has its roots in a more than 50-year-old tradition of "weekend campaigns" to help churches and non-profit organizations.

As of Saturday morning, five of those injured had been released from hospitals in Abilene, San Angelo, Dallas and Ballinger, one was expecting release today, and 10 are still hospitalized with injuries, some critical. One student, sophomore Anabel Reid of Petersburg, Texas, has died.

ACU president Dr. Phil Schubert and other university administrators, faculty and staff have been helping at area hospitals with families of those injured. After visiting with patients at Hendrick Medical Center this morning, [Schubert recorded this message](#) of thanks and encouragement for friends of the university to continue to pray for healing and comfort.

Information is being updated regularly at emergency.acu.edu.

By the numbers:

- * Blog: 240K hits in one week
- * Facebook: 190K views in five days
 - * 900 news stories
- * Web traffic to homepage
up 250%

RESPONSE WEAKNESSES:

- * Send representative to ax scene

RESPONSE WEAKNESSES:

- * Send representative to ax scene
 - * Hyper-vigilance with data

RESPONSE WEAKNESSES:

- * Send representative to ax scene
 - * Hyper-vigilance with data
 - * More table tops, exercises



- * More careful use of language
re insurance issues

“How can we help you at this time?”

instead of

“We’ll take care of everything.”

RESPONSE STRENGTHS:

- * Good first hour

RESPONSE STRENGTHS:

- * Good first hour
- * Great team work

RESPONSE STRENGTHS:

- * Good first hour
- * Great team work
- * Excellent use of available tools

RESPONSE STRENGTHS:

- * Good first hour
- * Great team work
- * Excellent use of available tools
- * Effective interaction with media

RESPONSE STRENGTHS:

- * Good first hour
- * Great team work
- * Excellent use of available tools
- * Effective interaction with media
- * Protection of our president

The world
has changed.



“The wireless music box has no imaginable commercial value. Who would pay for a message sent to nobody in particular?”



“The wireless music box has no imaginable commercial value. Who would pay for a message sent to nobody in particular?”

David Sarnoff's colleagues, c. 1920



“I don’t know what use any one could find for a machine that would make copies of documents. It certainly couldn’t be a feasible business by itself.”



“I don’t know what use any one could find for a machine that would make copies of documents. It certainly couldn’t be a feasible business by itself.”

Head of IBM to inventor of Xerox

“But what is it good for?”



“But what is it good for?”

Engineer at IBM
commenting on the microchip, 1968



“There is no reason anyone
would want a computer
in their home.”



“There is no reason anyone
would want a computer
in their home.”

Founder of Digital Equipment
Corp., 1977



The world has changed.

The world has changed.

- * Decline of print



The world has changed.

- * Decline of print
- * Rise of 24 hour news nets

The world has changed.

- * Decline of print
- * Rise of 24 hour news nets
- * Emergence of the web



The world has changed.

- * Decline of print
- * Rise of 24 hour news nets
- * Emergence of the web
- * Spread of broadband

The world has changed.

- * Decline of print
- * Rise of 24 hour news nets
- * Emergence of the web
- * Spread of broadband
- * Ubiquity of mobile devices

The power dynamic
has been completely upended.

OLD = Info from on high
NEW = Info from all over

The power dynamic
has been completely upended.

OLD = Authority figures

NEW = No control

The world has changed.
We must be...



The world has changed.
We must be...

FAST



The world has changed.
We must be...

FAST

TRANSPARENT



The world has changed.
We must be...

FAST

TRANSPARENT

LOVABLE



Reporters are your friends

- They're a bother
- They're free

Reporters are your friends

- They're a bother
- They willfully lie, shade
- They're free
- They're busy, human

Reporters are your friends

- They're a bother
- They willfully lie, shade
- All about the story
- They're free
- They're busy, human
- All about the story

Reporters are your friends

- They're a bother
- They willfully lie, shade
- All about the story
- All about ego
- They're free
- They're busy, human
- All about the story
- Proxy for victims, family

Reporters are your friends

- They're a bother
- They willfully lie, shade
- All about the story
- All about ego
- Contemptuous
- They're free
- They're busy, human
- All about the story
- Proxy for victims, family
- Misunderstood

Reporters are your friends

- They're a bother
- They willfully lie, shade
- All about the story
- All about ego
- Contemptuous
- Gotcha!
- They're free
- They're busy, human
- All about the story
- Proxy for victims, family
- Misunderstood
- All the above

We must be...

LOVABLE





Q & A

