When Good Crisis Comms Go Bad

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The Basics Still Matter

- Planning
- Taking responsibility
- Proactivity/Accountability
- Truth & Getting ahead of the story
- Know where your allies are
- Keep your peeps media trained
- This will pass

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Build on the Basics…

- Remember, your audience is human
- Sympathy/Empathy + Action
- Keep planning
- Listen
- Embrace the culture
- Remember to step back

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So what’s changed?

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Disasters: The Real Deal
Napa Valley Tourism at a Glance

$1.92 billion annually
3.5 million visitors
73% of visitors interested in wine tasting
14,000 jobs
70% of visitors categorized as Gen Xers and Millennials
$161,229 average household income
China, Canada, Australia/NZ, Germany are lead source markets
Disasters can be temporary
Death/Injury toll lower than expected
Only two “stay away days”: 24 & 25 August
All but 6 Napa restaurants reopened in 48 hours
$362 million in damage
$80.3 million reported by the wine industry alone
Within one week: 90% of businesses up & running
Communicate with your key constituents
What to Tell

• Communicate health, safety, sanitation & infrastructure readiness quickly
• Be transparent
• Be honest
• Use effective channels: Social media, email, website, media
• Reach your core constituency
• Small Napa-based business
• Independently owned & operated touring & transportation company
• Relies on vibrant tourism economy
An update following the Napa Earthquake

What a traumatic week.

I want to thank so many of you who reached out via email, Facebook and phone to check on me. The recent earthquake that struck Napa and the surrounding areas has affected the community and me personally in ways that are unfathomable.

Early on August 24, as many of you know, a 6.0 earthquake struck Napa, American
Market the opportunity (if possible)
Greetings,

This past February 24th marked the six-month anniversary of the 6.0-magnitude Napa Earthquake. It was a pretty good earthquake, actually, with the day feeling a bit hectic afterward. We still get the occasional aftershock, but it’s mostly been business as usual.

We are very excited to send you the Matthiasson Quake Cuvee. Our winemaker, Winemaker UV, has poured the perfect barrel of 2012 wine into our Quake Cuvee. The grapes are from the south end of Napa Valley, and Cabernet Sauvignon and Merlot. We’ve blended our barrels of 2012 wine into the Quake Cuvee to create a classic, old-school Napa Valley Cabernet Sauvignon.

100% of the after-tax proceeds have been donated to the Napa Valley Community Foundation’s Disaster Relief Fund. For a total of $22,342.

We would also like to thank everyone who contributed to this effort, donating time, services and supplies:

- Bin to Bottle
- Bruni Glass
- Calfakie Labels
- Goat Corks
- Michael McDermott (label design)
- Ramondas Capsules

Thank you for your generosity and support of our Napa neighbors.

Enjoy!

Steve, Jill and the boys
The best crises are the preventable ones
And finally...