



Crisis Media



Developing and executing effective communications to keep the conversation constructive



COMMUNICATION DURING A CRISIS



What is a Crisis?

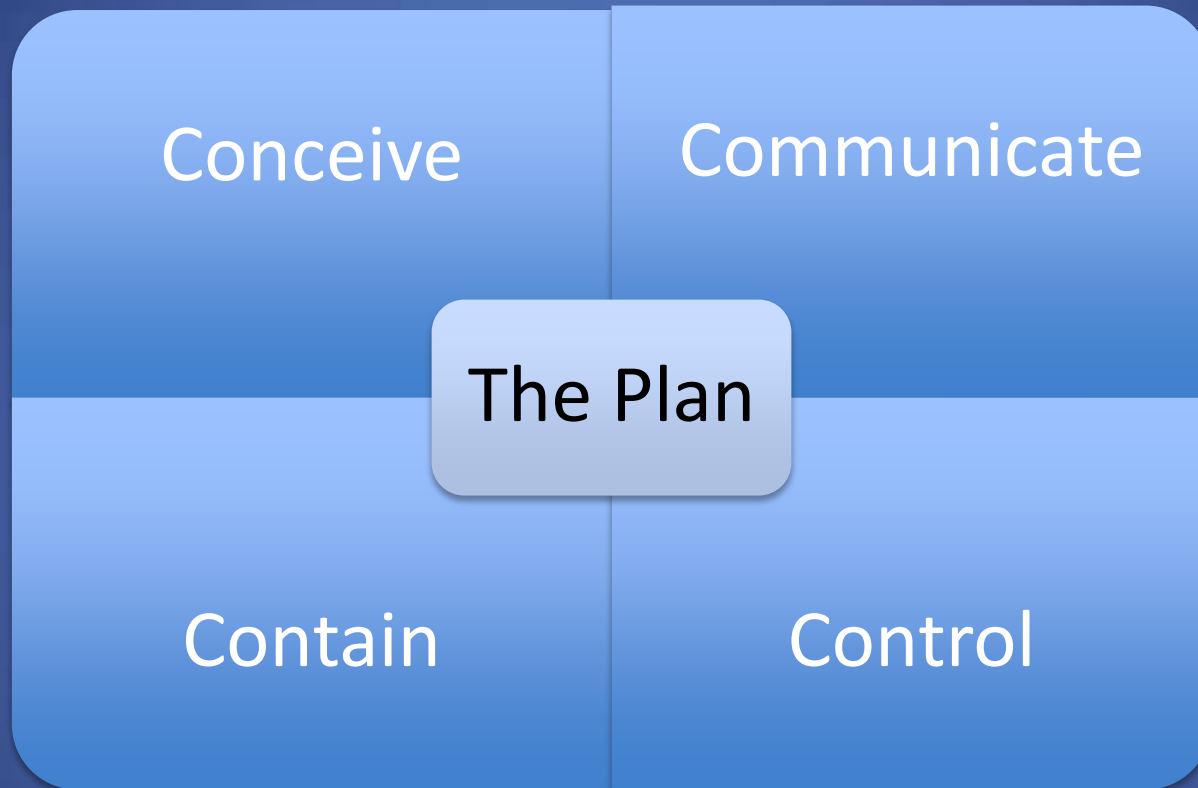
- Sudden, unexpected or shocking **assault on human life**, health, safety or property
- Situation causing critical, unexpected **disruption of business operations**
- Severe **loss of stakeholder confidence** in an organization

Communication can:

- Save lives, property
- Maintain confidence



The 4 'C's of Crisis Comms...



Crisis Craves Structure

Convene the Team

The C-Suite

Legal

Corp Comms/Investor

Executing the Plan

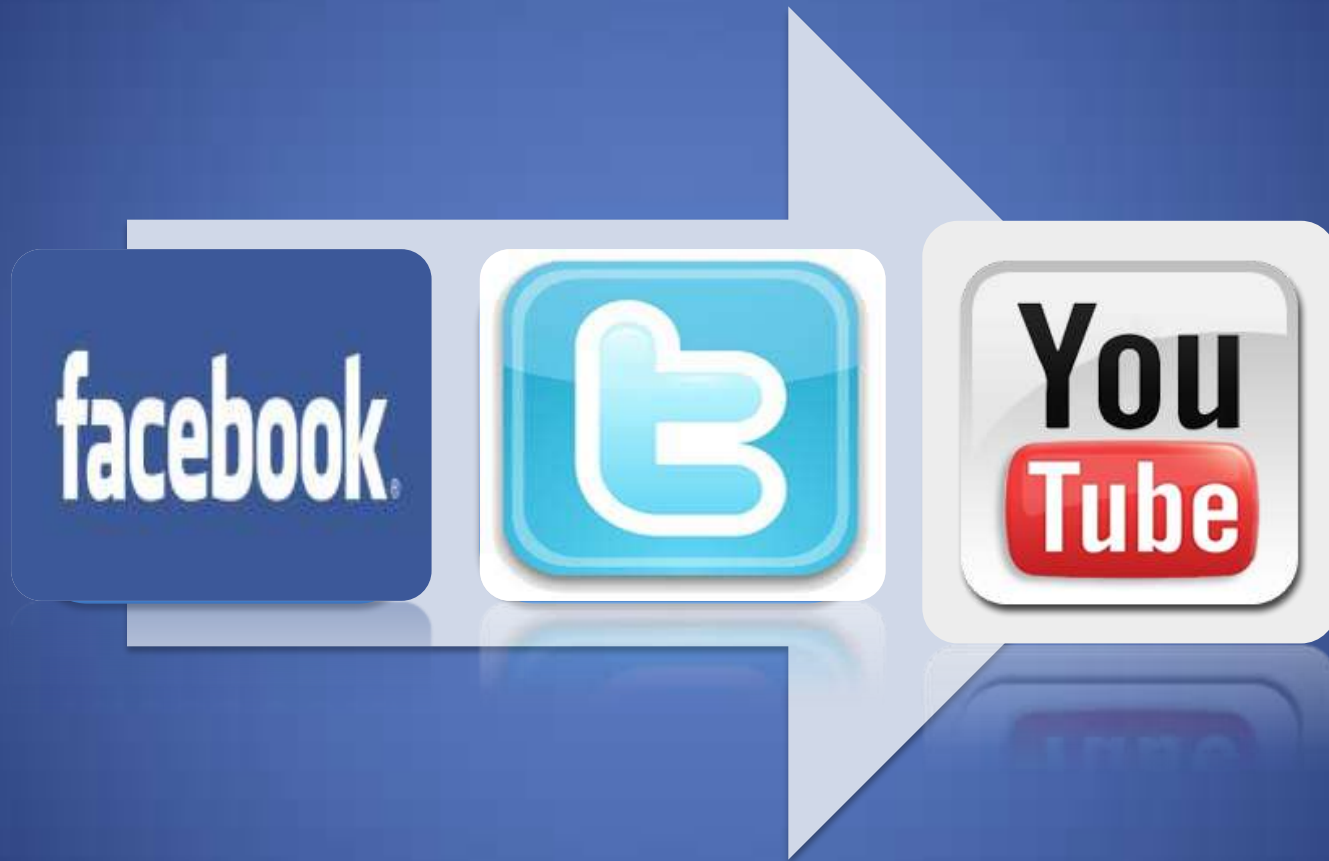


Playing the Video Card



Personalize the Crisis by Putting a Face on the Crisis

The Digital Domain



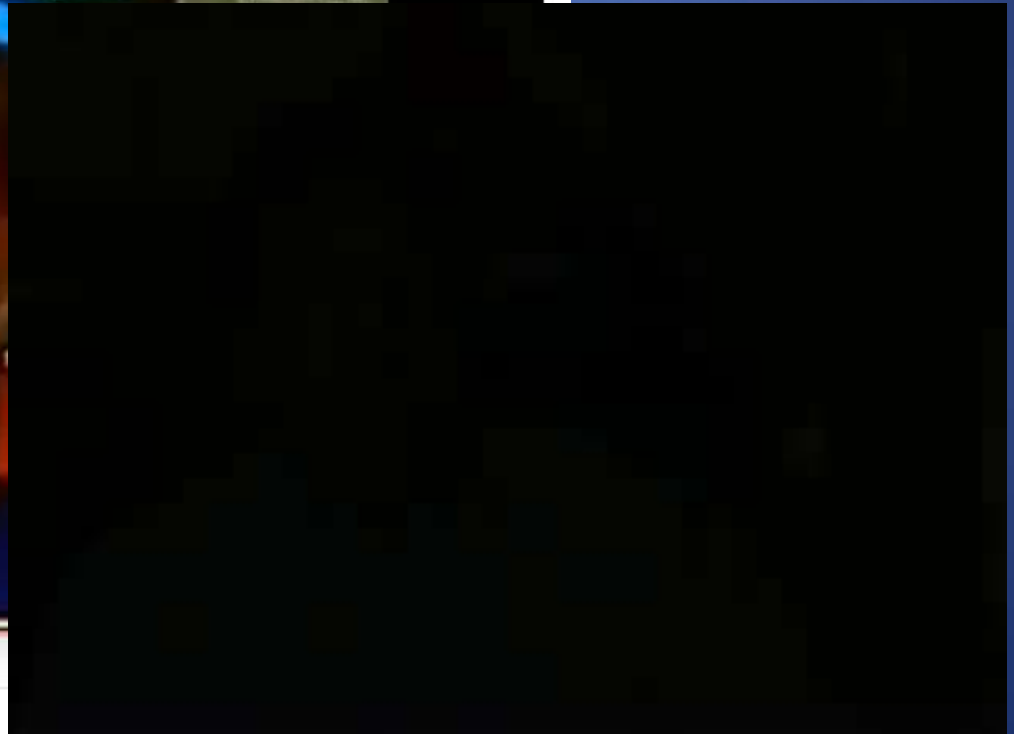
An Unwanted Topping

Dirty Dirty Dominos pizza

Ramox3

5 videos

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674,524



Crisis Constituencies



Partners/Regulatory Oversight



Customers/Community



Employees

In a Crisis Situation...

- The stakes are higher (for both of you)
- Expectations of the company/brand change
- Stakeholders process what you say differently
 - Filtered through emotion, anger, fear
 - Based less on full picture, more on “shortcuts”
- Basic questions at stake:
 - “Should I worry?”
 - “What should I do?”
 - “Is someone looking out for me?”
 - “Is this a bad company or a good company?”



Best Practices: Discrimination Lawsuit



Equal opportunity is a fundamental value of Johnson & Johnson, embodied in the programs created by our family of companies. We believe that diversity in the workplace adds to the creativity and output within the organization and brings value to our companies, customers and employees.

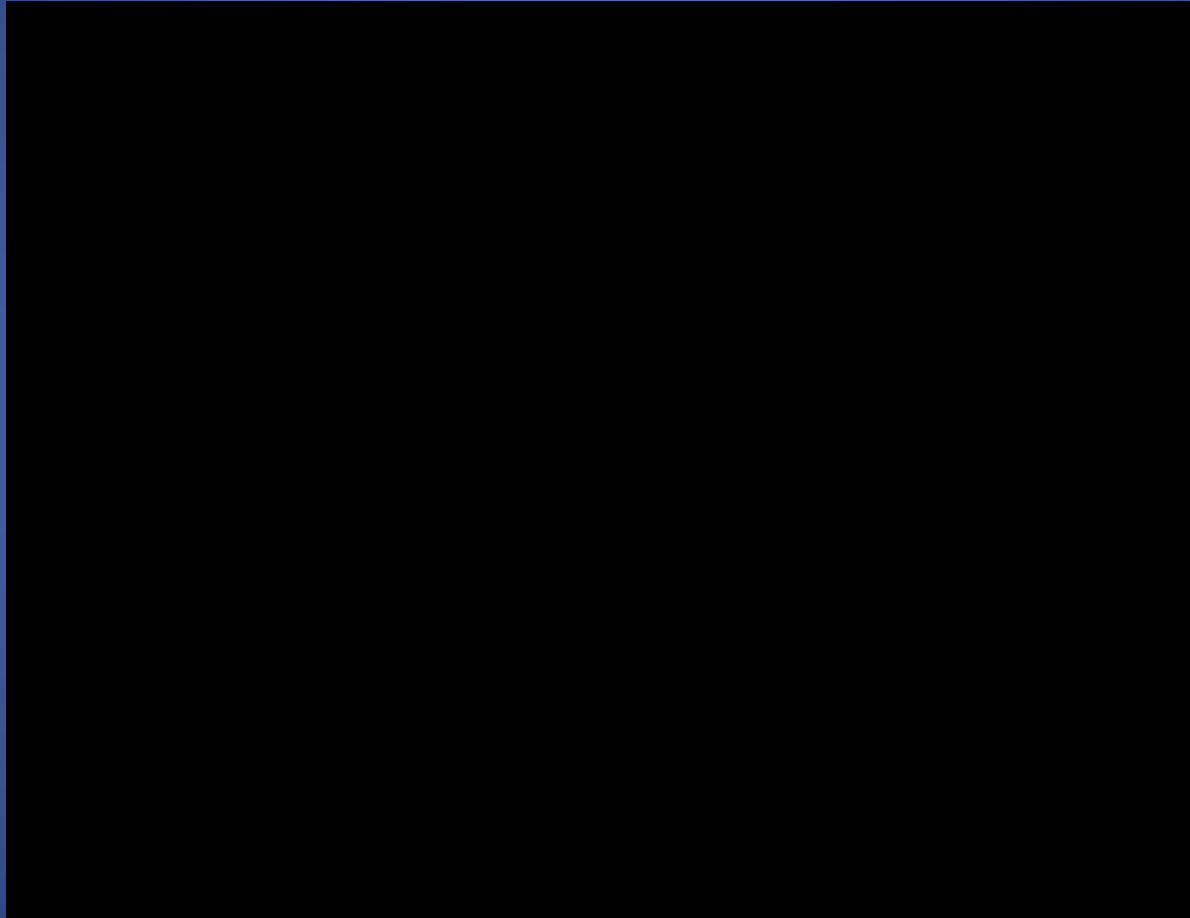
We are committed to the ongoing job of achieving workforce diversity, and we **continuously seek new and better ways** to recruit, develop and retain talented employees of all races.

We take the allegations raised in this lawsuit very seriously. **We recognize that race discrimination still exists in our society, that there is further progress to make on the road to a diverse workplace, and that there is always room for improvement in our companies.** But we strongly believe the claims in this lawsuit are not true and will defend the company against the lawsuit.

We have worked hard to recruit people of all races and to help them succeed. African-American and Hispanic employees have served in the positions of president, vice president and in other senior executive and managerial positions within our affiliated companies or Johnson & Johnson. **We will continue to build on those efforts** toward the goal of a truly diverse and merit-based workplace.



Best Practices: Livestrong



Thank you!

