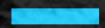


LEGEND LABS



Brands Under Fire in Education: Crisis Management in the Digital Age

August 2019

"Everyone in business will face a crisis. But in the digital era, you need a new playbook. Here it is."
—Larry Scott, Pac-12 Conference Commissioner

FOREWORD BY HAROLD BURSON

BRAND UNDER FIRE

A NEW PLAYBOOK *for*
CRISIS MANAGEMENT
in the DIGITAL AGE

JEFF ROBERT HUNT

with GEOFFREY LEAVENWORTH



*“By the time you hear
the thunder, it’s too
late to build the ark.”*

—Unknown

**BELOVED BRANDS ARE JUST AS
SUSCEPTIBLE TO A **PUBLIC RELATIONS
CRISIS.** IN FACT, THEY ARE HELD TO A
HIGHER STANDARD.**



WE'RE OPERATING IN A RADICALLY CHANGED WORLD



NANOSECOND
NEWS CYCLE



CITIZEN
JOURNALISTS



LOCAL STORIES CAN
BECOME GLOBAL STORIES



SPEED FAVORED
OVER ACCURACY



VOCAL & DISRUPTIVE
MINORITY

“TWITTER IS THE NEW ASSOCIATED PRESS.”

Dave Samson, GM Public Affairs, Chevron

AN INFORMATION VACUUM WILL FORM & BE FILLED



6 STAGES OF A CRISIS



SURPRISE



INSUFFICIENT
INFORMATION



INTENSE SCRUTINY
FROM THE OUTSIDE



ESCALATING FLOW
OF EVENTS



SIEGE
MENTALITY



BUNKER DOWN

5 KEY PRINCIPLES OF EFFECTIVE CRISIS MANAGEMENT



AUTHENTICITY



TRANSPARENCY



SPEED



AGILITY



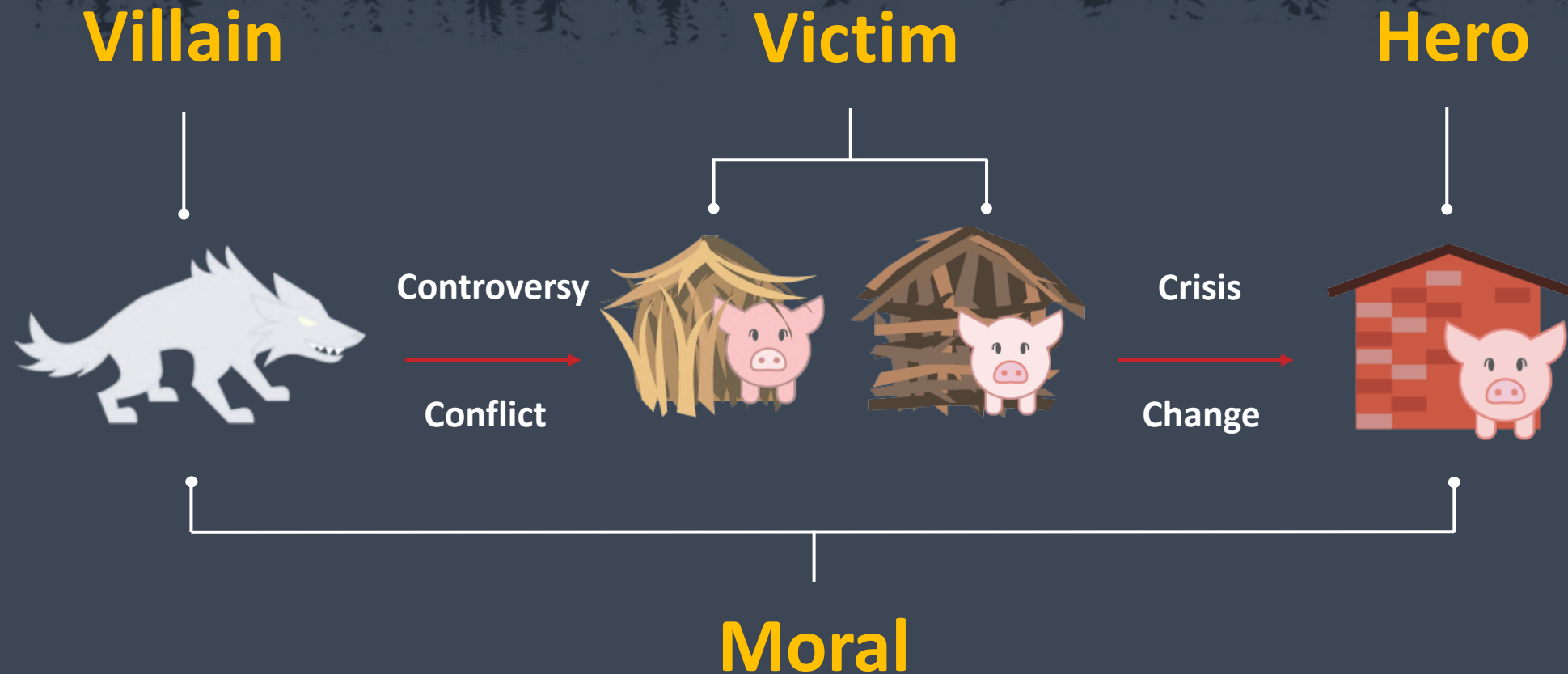
CREATIVITY

CULTURE

EXECUTION

ELEMENTS OF A COMPELLING STORY

THE PLOT, CHARACTERS AND MORAL



WHAT'S YOUR “**RED ADAIR** MOMENT?”



WHAT MAKES CAM NEWTON SO GREAT?

By John S. Smith | Pg. 45

• COMING OF AGE IN THE YOUNG NBA.

By Alex Whittaker | Pg. 13

Sports Illustrated

WE ARE... BACK



*Penn State's journey
back from the brink.*



“IN ANY MOMENT OF DECISION, THE BEST THING YOU CAN DO IS THE RIGHT THING, THE NEXT BEST THING IS THE WRONG THING, AND THE WORST THING YOU CAN DO IS **NOTHING.**”

PRESIDENT THEODORE ROOSEVELT



vs.

TYLENOL



CRISIS CLOSURE & BRAND REPAIR

ACCEPTANCE > APOLOGY > AMENDS > AVOIDANCE > ACTION

HOW WILL YOUR BRAND PERFORM UNDER FIRE?

A CRISIS READINESS CHECKLIST:

1

Clear Cultural Alignment

2

Active Digital Listening

3

Robust Vulnerability Assessment

4

Issues Heat Map

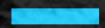
5

Digital-ready Content

6

Crisis Simulation

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