



CRISIS COMMUNICATIONS PREPAREDNESS PROGRAM

The American Frozen Food Institute (AFFI) has negotiated discounted rates for its members to receive Crisis Communications Preparedness and Media Training Packages through Sound Counsel Crisis Communications LL. Fees for the following services are set by contract between AFFI and Sound Counsel.

Crisis Communications Preparedness

Sound Counsel will provide training to help guide your organization through a crisis. It will include:

- The best practices of crisis communications principles
 - The strategies that can help your company survive and thrive during an event
- How to monitor and use Facebook, Twitter, YouTube and other social media platforms during a crisis
- The steps you can take now to ensure your company is ready for an event
 - Establishing a chain of command
 - Developing a crisis communications team
 - Identifying your key spokesperson(s)
 - Developing a chronological checklist for responding to a crisis, including:
 - Key messages
 - Key audiences
 - Creating sample press releases
 - Developing policies to guide employee contact with the media
 - Identify technology to help your company communicate effectively during a crisis
- Checklists on how to prepare for and conduct press conferences and media availabilities

Media Training

Sound counsel will provide guidance on interview best practices, including:

- Understanding what the media craves and needs
- Preparing for an interview, and learning why preparation is so important
- Establishing credibility in an interview
- Setting the rules of engagement
- Developing successful messaging

- Avoiding pitfalls
- Communicating during a crisis
- Bridging – transitioning from a tough question to your message
- Flagging – helping journalists hone in on your key points
- Appreciating the differences between print, radio and broadcast
- Conducting post-interview review

Each media training participant will conduct two on-camera interviews, and receive before and after feedback and coaching. Each participant will receive the footage of his or her mock interviews for future reference.

PRICING: Please see interest form for rates.

HOW WE WORK: In advance of training, Sound Counsel will reach out to your designated contact to better understand the scenarios most likely to lead to a press event. Sound Counsel will also review press clippings, media coverage and some of your company's collateral information – annual reports, brochures, etc., to understand your risk profile, which will help guide the training.

For more information, please visit www.soundcounselcrisis.com.