



Can you prevent a crisis?

KNOW WHAT LANGUAGE TO USE AND AVOID DURING
DIFFICULT TIMES

Ground Rules

- Please “Mute” your mic during the presentation
- If you have any questions/comments, please enter in the “Chat” box
- We may call out names for additional participation/interaction – you may choose **“Pass”**

CommCore...at a glance

35 years Experience in Crisis & Communications

- From Tylenol to COVID-19 helping organizations prepare for and mitigate crises
- Communications training to develop superior internal and external communications skills
- Critical Audiences during Critical Times
- As Featured in [The New York Times](#)



The New York Times



Your CommCore Crisis Experts



Andy Gilman, President & CEO

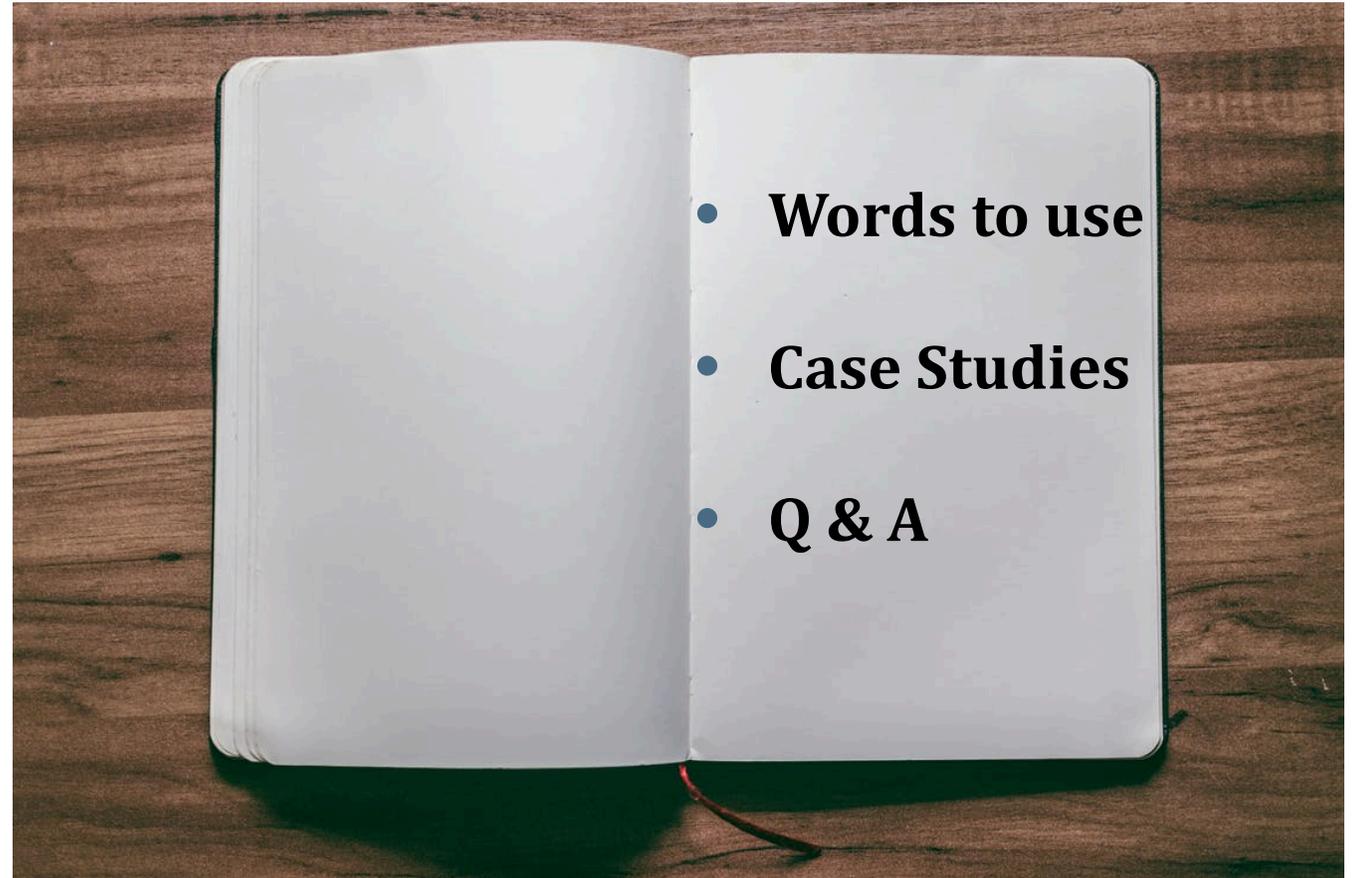
- Lawyer and former journalist at NPR
- Counseled Johnson & Johnson's CEO during Tylenol 1 Crisis
- Testimony Prep for Lockheed-Martin after Space Shuttle Explosions
- Crisis Media Training for FBI after 9/11
- Government of Canada during SARS Outbreak
- Crisis Testimony and Media Prep for Federal Reserve Board officials during the banking crisis



Dale Weiss, SVP

- Former major market TV journalist
- Executive Producer of CommCore PressureTest™ Crisis Simulations
- Former VP Communications and Global Crisis leader for Galderma Skin Care
- Crisis Planning and Counsel for Johnson & Johnson Supply Chain
- Crisis Counsel for Herschend Theme Parks after fatal accident, Confederate flag controversy
- Crisis Communications Prep for NTSB investigators

Agenda



- **Words to use**
- **Case Studies**
- **Q & A**

Ways to Reduce a Reputation Challenge

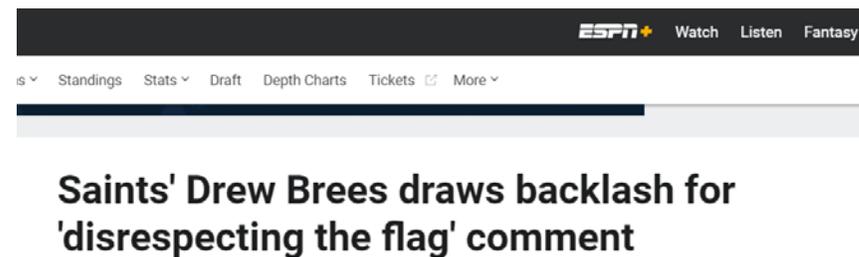
- Use common sense
- Count to 10 before hitting send or answering difficult questions
- Consult with a team

THINK
ABOUT
THINGS
DIFFERENTLY

Intent vs. Impact

New Orleans Saints Quarterback Comments

- Drew Brees received backlash for comments made about “disrespecting the flag” during an interview with Yahoo Finance when asked what he thought about players kneeling
- Teammates and other athletes responded on social media
- Brees issued a lengthy apology



Brees Addresses Comments

drewbrees

I would like to apologize to my friends, teammates, the City of New Orleans, the black community, NFL community and anyone I hurt with my comments yesterday. In speaking with some of you, it breaks my heart to know the pain I have caused. In an attempt to talk about respect, unity, and solidarity centered around the American flag and the national anthem, I made comments that were insensitive and completely missed the mark on the issues we are facing right now as a country. They lacked awareness and any type of compassion or empathy. Instead, those words have become divisive and hurtful and have misled people into believing that somehow I am an enemy. This could not be further from the truth, and is not an accurate reflection of my heart or my character. This is where I stand:

I stand with the black community in the fight against systemic racial injustice and police brutality and support the creation of real policy change that will make a difference.

I condemn the years of oppression that have taken place throughout our black communities and still exists today.

I acknowledge that we as Americans, including myself, have not done enough to fight for that equality or to truly understand the struggles and plight of the black community.

I recognize that I am part of the solution and can be a leader for the black community in this movement.

I will never know what it's like to be a black man or raise black children in America but I will work every day to put myself in those shoes and fight for what is right.

I have ALWAYS been an ally, never an enemy.

I am sick about the way my comments were perceived yesterday, but I take full responsibility and accountability. I recognize that I should do less talking and more listening...and when the black community is talking about their pain, we all need to listen.

For that, I am very sorry and I ask your forgiveness.

[view all 89,051 comments](#)

Instagram

Search

drewbrees Step-by-step you will see my heart for exactly what it is and the way everyone around me sees it.

I'm sorry it has taken this long to act and to participate in a meaningful way but I am your ally in this fight.

4w

+

judyh0311 You have to STAND for what you believe in. You don't stand and then kneel to pressure. Too bad you can't practice what you preach and that includes all of your follow up BS posts trying to justify being a coward.

1,605,988 views

JUNE 4

Add a comment... Post

https://www.instagram.com/p/CBCIljGngKI/?utm_source=ig_embed&utm_campaign=embed_video_watch_again

Evolving Language

- Twitter coding engineers change “Master & Slave” to “Leader & Follower”
- Google Chrome open source change: “blacklist” and “whitelist” to “blocklist” and “allowlist”
- Unilever and other beauty products companies remove the words “fair,” “whitening” and “lightening” in its skincare products
- HUL brands in India change beauty brand “Fair and Lovely” to “Glow and Lovely”

How You Get In Trouble

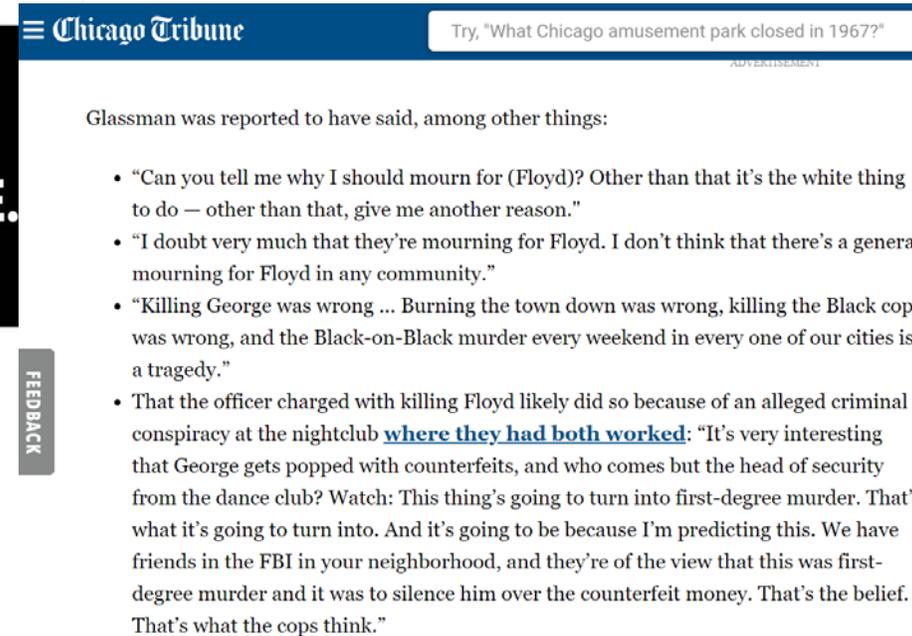
- Introduce the negatives
- Repeat the negatives
- Speculating
- Going beyond your expertise
- Not declining an interview
- Not preparing and rehearsing

Words matter when you're public facing



Recent Examples - #1 CrossFit

- Founder and Former CEO Greg Glassman sent inappropriate tweet
- Also made racist remarks on a Zoom Call before making twitter post



CrossFit Headlines & Partnerships



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SPORTS • CROSSFIT

The fall of CrossFit founder and CEO Greg Glassman, who resigned after racist remarks



Why CrossFit devotees leaving the brand behind is such a big deal

From gym owners to big-name athletes, CrossFit acolytes are breaking ties over the brand's response to Black Lives Matter.

By Cheryl Wischhover | @CherylAnneNY | Jun 12, 2020, 12:20pm EDT

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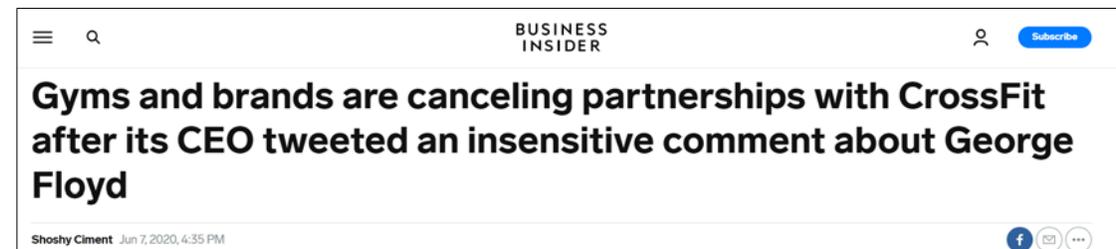
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CrossFit CEO Greg Glassman resigns after offensive George Floyd and coronavirus tweets

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Still waiting on



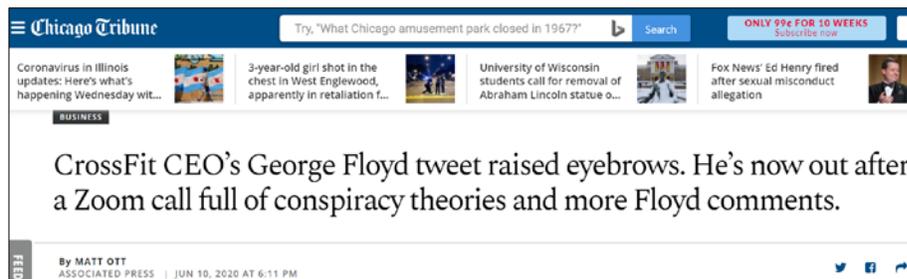
BUSINESS INSIDER

Gyms and brands are canceling partnerships with CrossFit after its CEO tweeted an insensitive comment about George Floyd

Shoshy Ciment Jun 7, 2020, 4:35 PM

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Coronavirus in Illinois updates: Here's what's happening Wednesday wit... 3-year-old girl shot in the chest in West Englewood, apparently in retaliation f... University of Wisconsin students call for removal of Abraham Lincoln statue o... Fox News' Ed Henry fired after sexual misconduct allegation

CrossFit CEO's George Floyd tweet raised eyebrows. He's now out after a Zoom call full of conspiracy theories and more Floyd comments.

By MATT OTT ASSOCIATED PRESS | JUN 10, 2020 AT 6:11 PM

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CrossFit loses support after CEO's racist comments

Since Saturday's tweet from CEO Greg Glassman, Reebok has left CrossFit

The Apology

BUSINESS
INSIDER

"I, CrossFit HQ, and the CrossFit community will not stand for racism. I made a mistake by the words I chose yesterday. My heart is deeply saddened by the pain it has caused. It was a mistake, not racist but a mistake," Glassman said.

He continued: "Floyd is a hero in the black community and not just a victim. I should have been sensitive to that and wasn't. I apologize for that. I was trying to stick it to the [@IHME_UW](#) for their invalidated models resulting in needless, economy-wrecking, life-wrecking lockdown, and when I saw they were announcing modeling a solution to our racial crisis, I was incredulous, angry, and overly emotional. Involving George Floyd's name in that effort was wrong.

"It's our hope that his murder catalyzes real change resulting in a level playing field for our black brothers and sisters. Please hear me when I say, we stand by our community to fight for justice. I care about you, our community, and I am here for you."

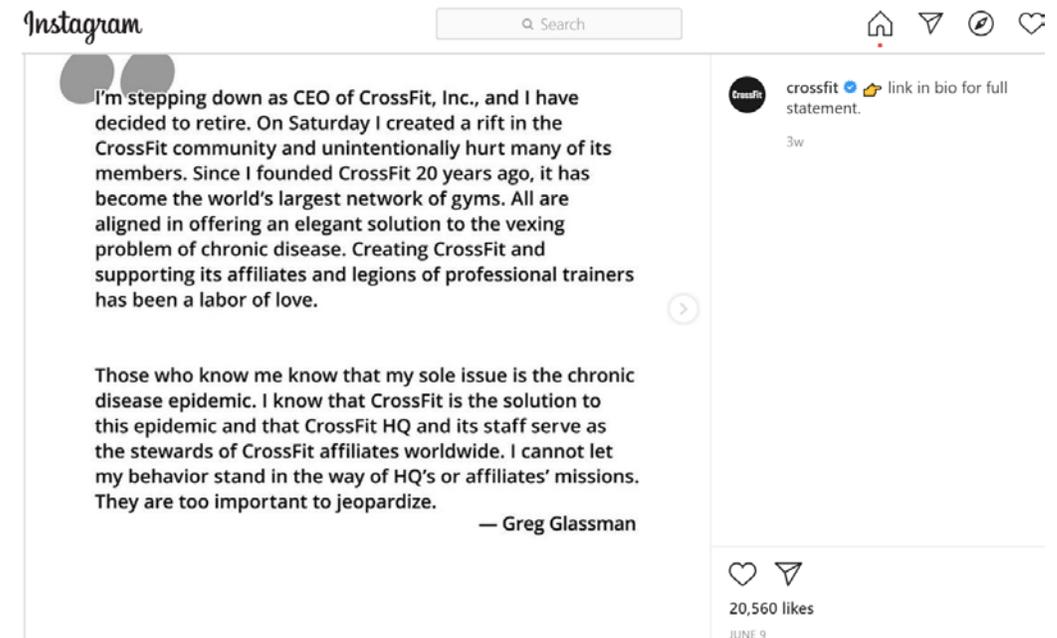
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FAST COMPANY

CrossFit CEO Greg Glassman apologizes for 'FLOYD-19' tweet after getting dumped by Reebok



CrossFit Moves On

- Glassman forced to resign as CEO
- Lost corporate sponsorships such as Reebok, along with gym and brand affiliate relations
- Sold company to Eric Roza, owner of CrossFit Sanitas gym

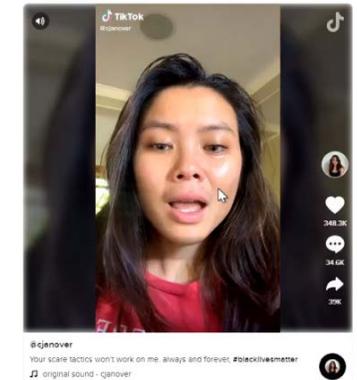




Discussion

Recent Examples - #2 TikTok Harvard Grad

- Deloitte analyst & Harvard graduate posted an “analogous joke” video in relations to #BlackLivesMatter and #AllLivesMatter to social media platform TikTok
- She threatened to “stab” anyone who told her “All Lives Matter
- Janover was fired by Deloitte from her dream job





Discussion

Recent Examples - #3 Mike Gundy's Shirt

- Oklahoma State head football coach wore a OAN Shirt while the country was in the middle of #BlackLiveMatter movement
- OAN is an independently owned far-right cable news channel



Media Headlines



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BIG 12

Oklahoma State RB Chuba Hubbard angered by coach Mike Gundy's OAN shirt

Jacob Unruh The Oklahoman
Published 3:25 p.m. ET Jun. 15, 2020 | Updated 12:00 a.m. ET Jun. 16, 2020

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Oklahoma State coach Mike Gundy calls himself a 'dumbass' for wearing OAN T-shirt

Gundy wasn't kind to himself or OAN as the Cowboys try to move in a positive direction after the controversy



Los Angeles Times

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Oklahoma State coach Mike Gundy's OAN T-shirt spurs outrage from star players

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Oklahoma State's Mike Gundy 'making some changes' after players speak out about OAN shirt

Gundy Apologizes

"...I sincerely hope the Oklahoma State family, near and far, will accept my humble apology as we move forward."



<https://twitter.com/CoachGundy/status/1273002885283020809>



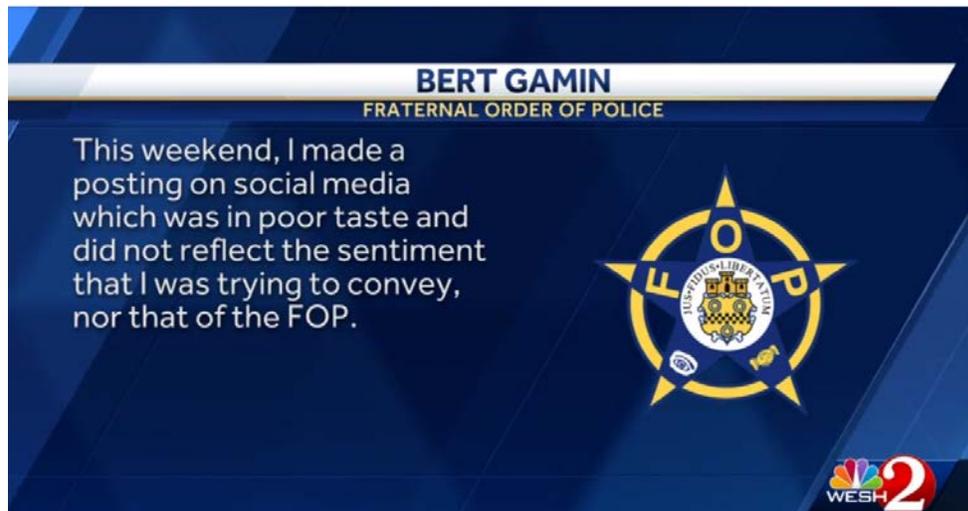
Discussion

Recent Examples - #4 Brevard County, FL

- Sheriff's Deputy made inappropriate posts under the Florida Fraternal Order of Police (FOP) chapter Facebook page
- He was suspended and later resigned
- Embarrassment for department, FOP and county



Sheriff Deputy Apologizes



- Lt. Robert Gamin’s personnel file also revealed “previous forms of corrective action for statements or comments that were outside the scope of his duties and were specific to either union or political-related activities and views.”
- Internal affairs investigation is ongoing

Other Examples?

Example of a Long Count



Canadian Prime Minister Justin Trudeau

How You Get In & Out of Trouble

- Introduce the negatives
 - Repeat the negatives
 - Speculating
 - Going beyond your expertise
 - Not declining an interview
 - Not preparing and rehearsing
- Use common sense
 - Count to 10
 - Include your team

Never Repeat The Negative



Texas Health Presbyterian Hospital

Executive Defends Dallas Hospital: No ‘Systematic, Institutional Failure’

by Evan McMurry | 9:27 am, October 15th, 2014

178

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Dr. Daniel Varga, chief clinical officer for Texas Health Resources, defended Texas Health Presbyterian Hospital at a press conference Wednesday morning after news that a second health worker had contracted ebola from patient Thomas Eric Duncan, who passed away last week. The second case intensified criticism of the hospital, especially after a statement from a nurses association accusing the hospital of lacking proper protocols.

“We’re a hospital that serves this community incredibly well and we have for nearly a half century,” Vargas said. “We’re a hospital that may have done some things different with the benefit of what we know today. But make no mistake, no one wants to get this right more than our hospital, the first to diagnose and treat this insidious disease that has now attacked of two our own.”

One reporter asked whether the second case represented a “systematic, institutional problem” at the hospital.

“I don’t think we have a systematic institutional problem.” Vargas said. “The case of this patient here again shows that the ability to intake those folks, get them into isolation and manage them has been very effective. But we’re looking at every element of our personal protective equipment and infection control inside the hospitals.”

Questions

Contact Us
Thank You!



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