

# Crisis Communications: Developing a Workable Strategy & Plan

*Learn how to effectively use social media during a crisis!*

**Approved for 6 PA DEP Contact Hours for Water & Wastewater**

**Date:** Thursday, February 28, 2019

**Location:** Albright College, 1940 N. 13th St.,  
Reading, PA 19604

Roessner Hall - Room 100.

(Parking available on N. 13th St. or lot)

**Registration:** 8:30 - 9:00 a.m.

**Course:** 9:00 a.m.- 3:30 p.m.

**Fee:** \$95 AWWA/WWOAP Members

\$75 BCWSA Small System Members

\$125 Non-Members

**Continental Breakfast & Lunch Provided**

## Course Instructors:

**Attorney Michael Klein**, Cozen O'Connor

**Mike Snyder**, PA-AWWA, PaWARN

**Terry Maenza**, PA American Water

**Mandy Arnold**, Gavin

**Jeff Kile**, The Glatfelter Agency

## Agenda

8:30 – 9:00 a.m. Registration

9:00 - 9:15 a.m. Defining Crisis Communications

9:15 – 10:30 a.m. Case Studies

10:30 -10:45 a.m. BREAK

10:45 – 12:15 p.m. Developing a Crisis Plan that includes social media alerts.

12:15 p.m.—1:00 p.m. WORKING

LUNCH: Insurance options for protecting your utility against unexpected crisis expenditures

1:00 –1:30p.m. Hands-On Exercise - preparing for a media interview

1:30 - 2:00 p.m. Practicing a recorded statement for the media.

2:00- 2:15 p.m. BREAK

2:15 - 3:00 p.m. Participant report-outs

3:15– 3:30 p.m. Lessons Learned Hot-wash

3:30 p.m. Course adjourns



## **Why take this course?**

- 15 have been indicted in Flint, MI facing 37 felony and 14 misdemeanor charges – can this happen to me?
- Our customers have been complaining that they aren't being notified on Facebook, Twitter, or Text Message about boil water notices and other emergency alerts.
- The media wants a statement, now what?
- How did other water sector utilities communicate their emergency situations?