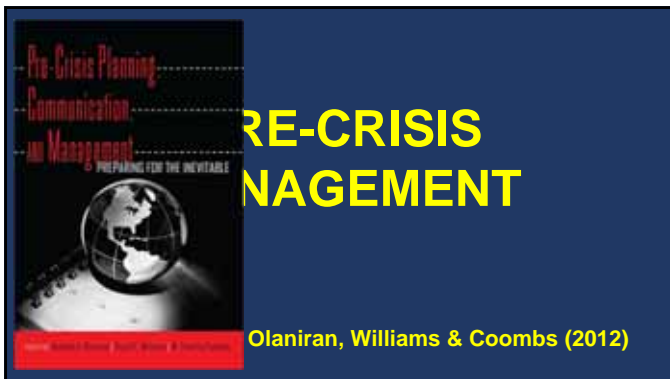


# Crisis Communication

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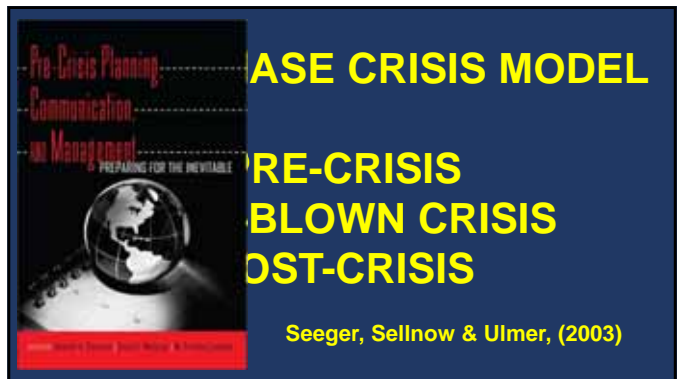
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## RE-CRISIS MANAGEMENT

Olaniran, Williams & Coombs (2012)

3



## ASE CRISIS MODEL

## RE-CRISIS BLOWN CRISIS POST-CRISIS

Seeger, Sellnow & Ulmer, (2003)

4



**Prevention Issue Management**

Addressing underlying systemic causes of potential crisis

5



**Prevention Issue Management**

Implementing effective signal detection mechanisms

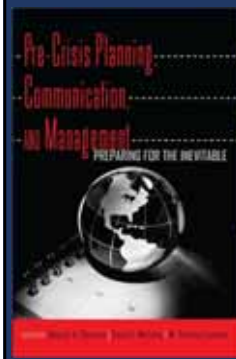
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**Prevention Issue Management**

Identifying stakeholders and their perspectives

7



**Prevention Issue Management**

Continuous learning and unlearning on an ongoing basis

Tony Jaques (2012)

8



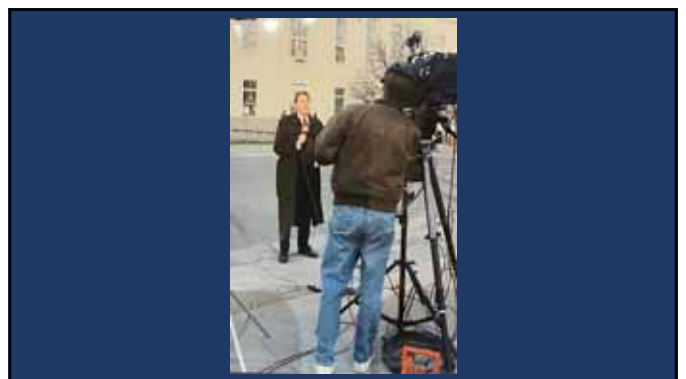
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**PINK SLIME**

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**NEWS**  
**BPI claims settlement with ABC 'vindicates' Dunes firm's beef product**  
Nick Hytrek, Sioux City Journal  
Published 9:04 a.m. CT June 28, 2017 | Updated 7:25 p.m. CT June 28, 2017

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**1981- Eldon Roth, in Amarillo, owner of Beef Products, Inc., invents what was marketed as "Lean Finely Textured Beef."**  
**1992- Moves his operation to South Dakota.**  
**2002- USDA microbiologist Gerald Zirnstein sent internal memo coining term "pink slime."**

20

**2012- ABC News did 11-part series.**

**2012- BPI says it lost so much business it closed  
Amarillo plant, and plants in Kansas and Iowa.  
Half its workforce was laid off.**

**2012- BPI sues ABC News (Disney).**

**2017- Lawsuit settled.**

### **Crisis Management**

- 1- Gather information**
- 2-Quickly write a crisis press release stressing  
honesty and accountability**
- 3- Fix the problem**
- 4- Be transparent with the public**

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**What could Eldon Roth  
have done differently?**

23

**Ammonia Hydroxide  
Pink Slime**

24



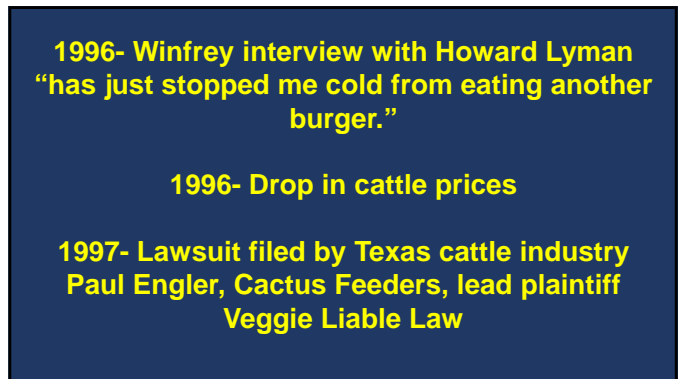
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## **1998- Amarillo trial**

29

**Federal Court – Judge Mary Lou Robinson**

**Beef one of the most important industries in the Texas Panhandle**

**Oprah Winfrey hugely popular**

30

**Media circus  
International news  
22 satellite trucks**

**Peta  
Local restaurants grilled burgers**

**Oprah brought show to town**

31

**Local media had permanent seats  
One pool reporter  
Tabloids rampant  
Jurors not sequestered  
Gag order**

32



**PR**

**Local restaurants promoted beef  
Texas Cattle Feeders Assn.**

**Celebrities throughout Amarillo**

**Chamber of Commerce**

33

**Robinson threw out libel law  
No actual malice  
Freedom of speech**

34

**Potential Issues**

**CAFOs  
GMOs  
Processed Foods**

35

**Crisis  
Communication**

36