

# 2015 MADCS

What do I say now?

Managing your media message  
during a crisis.



Why Are These  
Numbers Important

Scavenger Hunt  
Answers



# Texas Failure

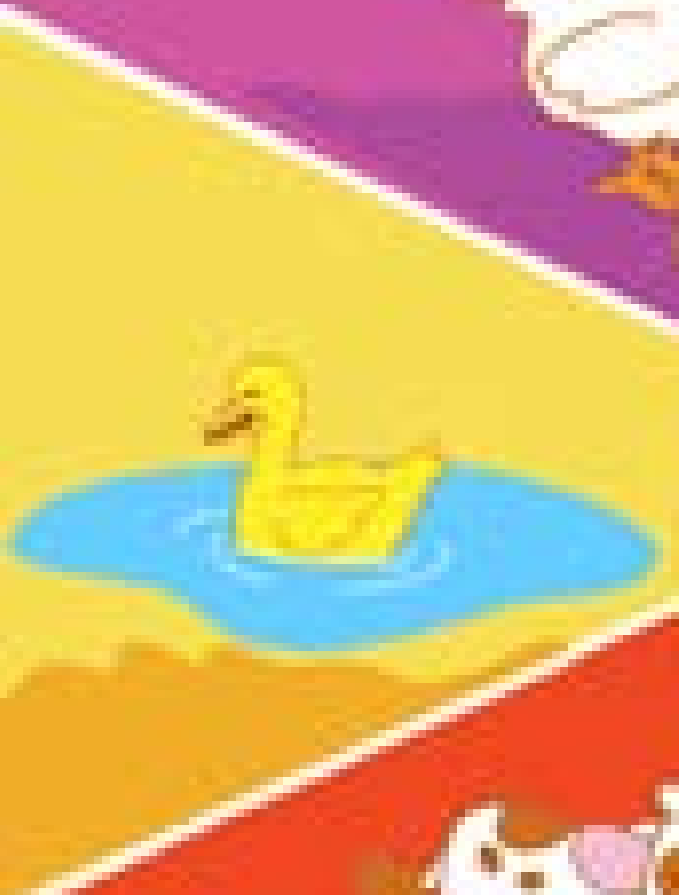


# 2011 Flood

- Being Proactive During a Flood
  - Make Initial Contact with Media
  - Release Condition of Dam (Good or Bad)
  - Direct Questions to a Central Point of Contact
  - Clarify the reason your dam exists (irrigation, water supply, flood control)

# South Carolina





# See & Say

Phonics



# The Baseball Player Says....

We are just responding to one  
disaster at a time.

It's a team effort.

Go Cubs...



# The Engineer Says....

The dam has been designed and built to current industry standards given the probable risk.





# The Lawyer Says....

Pursuant to Montana Codes Annotated, we neither confirm nor deny the existence of any risk associated with the said structure relevant to its absence of retaining water like substances



# The Regulatory Agency Says....

We follow state and federal regulations to implement an underfunded program.



The Downstream Developer Says....

Dam...

What dam?



# The Media Says....

**BAD DAM KILLS EVERYONE...**

MORE TO FOLLOW...

**THE SKY IS FALLING...**

MORE TO FOLLOW...

AND NOW A STORY ON PUPPIES



What Does the Public Want to Know

Is the Dam Safe

# What Does the Dam Owner Say



# Go to Message

- Show Awareness
- As owners we have been to the dam and are monitoring its condition and are tracking information coming in from the National Weather Service/USGS.
- Talking Point
  - “We are aware of the danger.”

# Go to Message

- Show Concern
- As we monitor the situation, our first concern is for downstream residents and property. We want to make sure that life safety is our number one priority and that we continue to maintain the dam as safe as we can.
- Talking Point
  - “The safety of individuals is our number one priority”



# Go to Message

- Show Competence
- In coordination with dam safety experts and through our own extensive training and experience, we have determined the best course of action is to continue to address issues at the dam through our contractors and consultants, work with local emergency officials to protect downstream residents, and monitor changing conditions.
- Talking Point
  - “We are working with experts in the community to solve the problem.”

# Go to Message

- Show Action
- The actions we are taking include on site inspections, doing an immediate drawdown of the dam, providing updated information to local responders, and maintaining every effort to mitigate any potential danger.
- Talking Point
  - “We are working diligently at this point to solve the problem.”