



Preparation is Key: Getting Started with Media Relations and Crisis Management

Welcome!

The webinar will begin at 2:00 p.m. CT.

While you wait:

1. Download PDF of the webinar slides under the “Handouts” tab of your control bar.
2. Confirm that your speakers are turned on and your audio is working by doing a sound check in the “Audio” tab of the control bar. Having problems? Exit and restart the webinar or switch to “phone call” for a phone number and access code to hear the audio through your telephone.

The Museum Services Program provides support, resources, and training to museums in Texas.

- Consultations
- Webinars and workshops
- Resources

www.thc.texas.gov/museum-services

On our webpage:

- Webinars
- Workshops
- Grants and Fundraising
- Helpful Resources
- Connect and Learn

Laura Casey

Museum Services Program Coordinator

laura.casey@thc.texas.gov

Emily Hermans

Museum Services Program Specialist

emily.hermans@thc.texas.gov



www.thc.texas.gov/museumwebinars

Beyond the Dinosaur Hall: Welcoming Young Children and Their Grown-Ups into Your Museum

- Thursday, October 7, 2 p.m. CT

Upcoming Free Webinars from Other Orgs

www.thc.texas.gov/museumconnections

- *Podcasting Editing and Collaborative Production Models*, September 30, 1:00 p.m. CT, MLH
- *And When You Can Handle the Artifacts*, October 5, 1:00 p.m. CT, CCAHA
- *When to Engage and Disengage from Harmful Behavior*, October 6, 9:00 a.m. CT, ICSC
- *Care of Painted Surfaces*, October 13, 12:00 p.m. CT, CCC
- *Interpreting Slavery Using Primary Resources*, October 13, 2:00 p.m. CT, NEMA
- *Introduction to HVAC Systems*, October 14, 1:00 p.m. CT, IPI
- *Anti-Bullying*, October 21, 1:00 p.m. CT, GEMM
- *Navigating Visitor Comments Effectively*, November 3, 9:00 a.m. CT, ICSC
- *Long Term Storage for Large Functional Objects: Vehicles*, November 16, 12:00 p.m. CT, CCC

Bailey Curwick





Preparation is Key – Getting Started with Media Relations and Crisis Management

First Things First – PR vs. MR vs. Marketing

- Public Relations – managing public image of the organization overall
- Media Relations - contacting and coordinating with news media, online publications and other outlets to work on how the media portrays your organization
- Marketing - promoting and selling products or services, including market research and advertising.

First things First – Things to Note

Hard Truths -

- The internet is forever.
- We need them, not the other way around. They have an excess of stories to choose from and a limited amount of space and time.
- Media evolves and you should too.

How should you get started?

- Designate a Media contact person
- Talking points
 - A basic review over your organization's main goal/objective. It should explain what your organization is and what it does.
 - Example: *The Texas Historical Commission is the official agency for historic preservation in the Lone Star State. Through this work and our stewardship of 34 historic sites across Texas, we save the real places that tell the real stories of Texas.*
 - Examples: A short statement summarizing the different exhibits featured or future exhibits
 - A summary of how your organization is addressing COVID/masking policies
 - A response for any controversial ideals/topics that may be represented in your institution

- Press releases
 - See handout for sample/template (ex: <https://www.thc.texas.gov/news-events>)
 - Who do I contact?
 - Don't spam
 - What's more likely to get picked up?
- Smaller or larger outlets?
- Non-traditional possibilities
- Pitching Stories

Alex Caprariello



Multimedia Journalist

Alex Caprariello is KXAN's lead education reporter

Born in Raleigh, North Carolina, Alex has also lived in Princeton, New Jersey, Madison, Wisconsin, Phoenix, Arizona and most recently Fayetteville, Arkansas.

Alex earned his bachelor's degree from the W.P. Carey School of Business at Arizona State University in 2013. He later received his master's degree in Journalism from ASU's Walter Cronkite School of Journalism and Mass Communication in 2016.

Alex is a passionate storyteller that loves to learn new things and meet great people. Got a story idea or just want to connect? Send Alex an email at alex.caprariello@kxan.com, or send Alex a [tweet](#) and connect with him on [Facebook](#)!

- You do not have to answer a question you do not know the answer to
- You're always "on the record"
- Avoid giving opinions or "thoughts on..."
- Make sure you're prepared – research is important

On-camera tips

- Avoid wearing green, logos and really busy or small patterns
- Be aware of your surroundings – what is behind you in the shot?

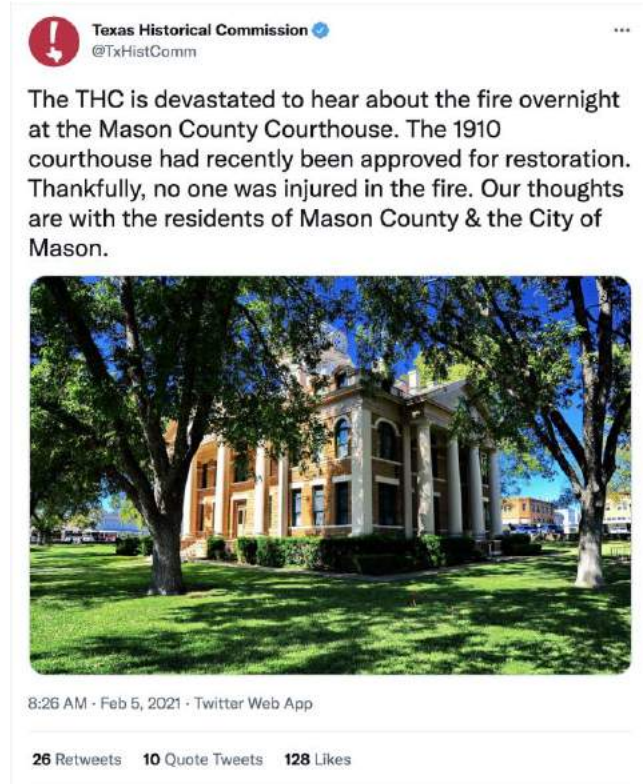
- I'm going to get into more detail, but the biggest take away you will probably get from this is to know that **PREPARATION** and **RESEARCH** are necessary.
 - It is time consuming, but incredibly valuable. Shuffling around to respond as an event is happening will not only take a lot more time, but it will be much more stressful. Having a plan eases some of that stress.

Crisis Management simply refers to how a company or organization responds to sudden changes or unpredictable events

- Planning - Contact your executives or management to establish a strategy.
 - When do you respond, when do you not?
 - How will you respond?
 - Who will be leading the effort? Who makes the final decision?
 - Plan of action

- First - contact local emergency responders and follow CDC guidelines, FDA, etc

- A few examples from THC -
 - Mason County Courthouse Fire
 - How I found out
 - Timely reaction
 - Crafting a statement





Texas Historical Commission

Published by Justin Minsker · April 1, 2020

The Texas Historical Commission State Historic Sites encourage Texans to practice social distancing and use common sense to protect themselves and others during the COVID-19 public health crisis.

Gov. Greg Abbott issued an executive order on March 31 implementing Essential Services and Activities Protocols for the entire state of Texas.

The protocols direct all Texans to minimize non-essential gatherings and in-person contact with people who are not in the same household.

This executive order does not prohibit engaging in physical activity like going on walks, jogging, or bicycling, so long as the necessary precautions are maintained to reduce the transmission of COVID-19 and to minimize in-person contact with people who are not in the same household.

If you need a nature break and plan to visit a THC State Historic Site, we ask that all visitors:

- Stay local and keep visits short.
- Visit in small groups limited to immediate household members.
- Maintain distance from others while in places where people tend to congregate, such as parking lots and scenic overlooks.
- Bring your own hand-cleaning materials for extra safety.
- All buildings, including public restrooms, are closed to the public. Please plan accordingly.

Please go to thc.texas.gov/publichealth for updates on site availability and other resources. As this situation continues to develop, we will take necessary actions to protect visitor and staff health.

<input type="checkbox"/>	THC News Release: San Jacinto Historic Site ...	Bailey Curwick	San Jacinto (44)
<input type="checkbox"/>	THC News Release: Starr Family Home Histori...	Bailey Curwick	Marshall/Texarcana (3)
<input type="checkbox"/>	THC News Release: Sam Bell Maxey Historic ...	Bailey Curwick	Paris, Texas (6)
<input type="checkbox"/>	THC News Release: Fulton Mansion Historic Si...	Bailey Curwick	Fulton Mansion/Rockport (44)
<input type="checkbox"/>	THC News Release: Eisenhower Birthplace, Sa...	Bailey Curwick	Sam Rayburn State Historic Site (4);
<input type="checkbox"/>	THC News Release: Casa Navarro Historic Site...	Bailey Curwick	Casa Navarro State Historic Site (23)
<input type="checkbox"/>	THC News Release: Sabine Pass Battleground...	Bailey Curwick	Beaumont (37)
<input type="checkbox"/>	THC News Release: Fort Griffin Historic Site R...	Bailey Curwick	Fort Worth (8)
<input type="checkbox"/>	THC News Release: Landmark Inn Historic Site...	Bailey Curwick	Landmark Inn Subject Matter List (1)
<input type="checkbox"/>	THC News Release: Fort Lancaster Historic Sit...	Bailey Curwick	Fort Lancaster State Historic Site (9)
<input type="checkbox"/>	THC News Release: Fort McKavett Historic Sit...	Bailey Curwick	Fort McKavett State Historic Site (1)
<input type="checkbox"/>	THC News Release: Caddo Mounds Historic Si...	Bailey Curwick	Caddo Mounds SHS (3); Tyler / Long
<input type="checkbox"/>	THC News Release: Magoffin Home Historic Si...	Bailey Curwick	El Paso (21)

Other Resources and Information

- [Centers for Disease Control and Prevention](#)
- [Texas Health and Human Services](#)
- [FEMA Donations and Volunteering Information](#)

Free useful resources

- Google Alerts! Keep up to date on any mentions of your museum, your town, and any subject matter related to your institution.

Free (trial) press release distribution Online PR News

- PR.com
- PRfree
- Press Release Point
- Newswire Today
- You can do this without a service, it is just time consuming. If you make your own database with media contact information, this is a great way to start and make sure you're distributing to the people you WANT to distribute to. This is another one of those things that requires preparation.

- Questions?

You can reach me at:

Bailey.curwick@thc.texas.gov, 512-936-0849