

Michigan Airport Conference

Crash at your Airport –
Now what?

February 17, 2016



- Do develop a relationship with interested parties before a crisis event.

- Do give Boss a heads up.

- Do have a “Go Kit”.

- Do Not divulge names before next of kin notified.

- Do have a press conference after bad crash.

June 21, 2013



- Do not be afraid to be personal.

- Do say “I don’t know” when you don’t know.

- Do not speculate on cause.

- Do stay on message.

December 5, 2015



- Do not screw up on slow news day.

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