MAKING LEMONADE

CRISIS COMMUNICATION

CORVETTE MUSEUM
SINKHOLE STORY
WHAT HAPPENED?!?

- **5:39 AM** - SECURITY ALARM GOES OFF IN SKYDOME
- **5:44AM** - MUSEUM EMPLOYEE CONTACTED, RUSHES OVER
- **TWO STAFF MEMBERS ENTER**, SEE WHAT THEY THINK IS SMOKE, SEE THAT FLOOR HAS FALLEN IN, CALL FIRE DEPARTMENT
- **FIREFIGHTERS ARRIVE**, REPORT HEARD ON SCANNER.
- **TWEETS & RE-TWEETS FOLLOW**
- **MAJOR MEDIA OUTLETS ALL INQUIRING BY 8AM**

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[WBKO Television](https://twitter.com/wbktv/status/799999999999999999)  
BREAKING: Floor Collapse at National Corvette Museum: Our Melissa Warren is on scene at the National Corvette ... [bit.ly/1IOvge7](https://bit.ly/1IOvge7)
COMMUNICATION IS KEY

• DECISION MADE TO BE AS OPEN AND TRANSPARENT AS POSSIBLE
• PRESS RELEASE SENT BY 9:30AM, PHOTOS AN HOUR LATER, SECURITY VIDEO THAT AFTERNOON
• AM AND PM PRESS CONFERENCES THE 1ST DAY, FOLLOW UP PRESS CONFERENCE THE 2ND DAY
• MEDIA ALLOWED TO FILM/PHOTOGRAPH SINKHOLE
MEDIA SENSATION

• STORY PICKED UP BY MAJOR MEDIA OUTLETS WORLD-WIDE, PUTTING THE CORVETTE MUSEUM ON THE MAP.
  • WORLD NEWS WITH DIANE SAWYER
  • BBC
  • ABC’S GOOD MORNING AMERICA
  • CNN
  • NBC NIGHTLY NEWS WITH BRIAN WILLIAMS
  • CBS THIS MORNING
  • FOX
WORLD-WIDE MEDIA COVERAGE

- 8,953 TV & RADIO STORIES FEB. 12, 2014 TO FEB. 20, 2015
  - REPORT INCLUDES ~2,000 MAJOR NEWS SOURCES (US, CANADA, UK, MIDDLE EAST)
- 1,388 RADIO CLIPS, 7,534 TV CLIPS
- $19.65 MILLION VALUE ON TV NEWS COVERAGE ALONE
- ESTIMATED OVER 95 MILLION VIEWERS
- PRINT COVERAGE IN USA TODAY, NY TIMES, WASHINGTON POST, TIME, EVERY MAJOR NEWSPAPER IN THE US

- TV “DOCUMENTARIES” ON:
  - DISCOVERY CHANNEL’S DAILY PLANET
  - VELOCITY CHANNEL’S AMERICARNA
  - VELOCITY CHANNEL’S CORVETTE NATION
  - HISTORY CHANNEL’S “BOOK OF SECRETS”
  - WEATHER CHANNEL’S “THE STRANGEST WEATHER ON EARTH”
  - WEATHER CHANNEL’S “OK, NOW WHAT”
  - WEATHER CHANNEL’S “SECRETS OF THE EARTH”
  - HISTORY CHANNEL’S ENGINEERING DISASTERS
  - NATIONAL GEOGRAPHIC’S “THE STRANGE TRUTH”

- OTHER COVERAGE ON:
  - DISCOVERY CHANNEL’S “FAT & FURIOUS”
  - DISCOVERY CHANNEL’S “FAST N LOUD: DEMOLITION THEATER”
  - NATIONAL GEOGRAPHIC’S “THE BIG PICTURE WITH KAL PENN”
  - OUTDOOR CHANNEL’S “NICK’S WILD RIDE”
We are not only communicating with the media, but also our members and supporters.
INSTANT FAN FOLLOWING

Micki Smallwood Clark
They're ready to watch a Corvette rescue!

Craig Allen Schnarr
funny, it seems that I can't stop watching the live skydome coverage. we talk about it at work and catch a peek at each phase of the construction process. what will be the next phase in the construction process after the micropiles are finished? (Is the floor in the skydome eventually going to be removed or are they going to fill the hole and patch it after the cars are extracted?)

Like · Comment · March 14 at 2:14pm

Messages

Papa

We got something out

You mean they? Lol

Its out not lookin good

No we

Lol you part of the team now dad?

Always
INSTANT FAN FOLLOWING

THREE live webcams

Frequent emails

Social media updates
I found a Corvette this morning!!!

Meanwhile at the Corvette Museum...

COMIC RELIEF
COMIC RELIEF
INSTANT ATTRACTION

67% Increase in Visitors

Selling what?
WORKING WITH THE MEDIA

- PRIORITIZE
- TIMELINESS
- CONSISTENCY
- NO SUCH THING AS “OFF THE RECORD”
- MASS COMMUNICATION
- PRESS RELEASE VS ARTICLE
- PHOTOS, VIDEOS
WORKING WITH THE MEDIA

Y’all are so media-friendly. I appreciate it!

My name is Vince Bond, reporter with Automotive News. I’m looking to do a story about how the Corvette Museum handled the sinkhole incident on its social media accounts. While many organizations probably would’ve held back information during a traumatic event like this one, the museum did the opposite by posting tons of photos and videos for the world to see. I see you’re now giving play-by-play updates of the repair process, which is really cool.

Would it be possible to speak with someone at the museum about its handling of social media in the aftermath of this incident? I think it’s an incredible example of crisis management.

You and your team have been so flexible and accommodating. I am amazed by all the material you have put out during these very trying circumstances.

And on behalf of all public relations specialists, thanks for providing straightforward and honest information about the incident. Such actions only enhance the credibility of your organization and will probably boost donations of all kinds to the museum. I imagine well wishers have your phone lines all tied up.
HELPFUL TOOLS OF THE TRADE

• EMAIL BROADCAST PROGRAM
  • CRITICAL IMPACT, MAIL CHIMP, CONSTANT CONTACT, VERTICAL RESPONSE

• MEDIA COVERAGE MONITORING
  • GOOGLE ALERTS
  • CRITICAL MENTION / TV EYES
  • MELTWATER, VOCUS, BURRELLS LUCE

• MEDIA DATABASE & GOOD RELATIONSHIP

• PHOTO/VIDEO EQUIPMENT: DRONES, GO-PROS

• CONTENT DISTRIBUTION CHANNELS
  • VIDEO SHARING: YOUTUBE, USTREAM, FB LIVE
  • PHOTO SHARING: PICASA, FLICKR, DROPBOX, SMUGMUG
  • SOCIAL MEDIA PRESENCE
THINGS LEARNED...

- **ADJUST AS YOU GO ALONG**
  - TV DEADLINES: UPLOAD VIDEO QUICKLY OR VIA PHONE FOR SHORT DEADLINES
  - SOCIAL MEDIA: EASY TO UPDATE MANY PEOPLE AT ONCE
  - TIP OFF MEDIA: GIVE THEM A HEADS UP
  - CELL NUMBERS: TEXT UPDATES, STAY IN TOUCH
  - SOUND BITES FOR RADIO

- **TRACKING**
  - ON-SITE MEDIA VISITS
  - WHO CONTACTED WHEN AND HOW

- ‘THANK YOU’ GOES A LONG WAY!
YES, THE HOLE IS FILLED.
THE JUICE IS WORTH THE
Squeeze

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