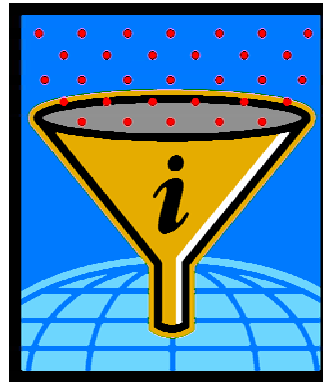


Are
YOU
“Media Crisis Ready?”
Presented to
Colorado Hotel & Lodging Assoc.

Kruzic Communications, Inc.
Denver, CO

Funneling Positivism During a Hotel/Resort Crisis



Remember to...

- Feed the media beast
- Identify your key messages
- Communicate with your guests
- Work the lobby – be out front and visible
- Implement professional PR support



Remember to...

- Increase security
- Stage the press
- Share fact sheets & support materials
- Be timely
- Be honest



Remember to...

- Be candid
- Be careful
- Be consistent
- Be concise
- Be considerate



Remember to...

DO THE RIGHT THING!



News Reporters are...

- Neither friend or enemy
- Not to be feared
- Seeking the facts
- Always on deadline
- Highly competitive



News Reporters are...

Always seeking the BIG story!



CK
Kruzic Communications, Inc.

Make Sure the Next BIG Story

is

Your BEST Story!

**Plan, Prepare &
Practice, Practice, Practice!**

