

# Preventing (or Recovering from) Your Next Crisis

## 86<sup>th</sup> Annual CMUA Conference

**John Egan**  
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## Predicting and Preventing Crises

- You can prepare for, but can't predict, crises that stem from extreme events (100-year flooding, wildfires, etc.).
- You may be able to predict/prevent crises stemming from equipment failure.
- You **can** predict and prevent crises that stem from organizational issues.



## Rule 1: NYT Page-One Rule

Los Angeles Times  
THE ROSEVILLE PRESS TRIBUNE  
ORANGE COUNTY REGISTER  
San Jose Mercury News



San Francisco Chronicle



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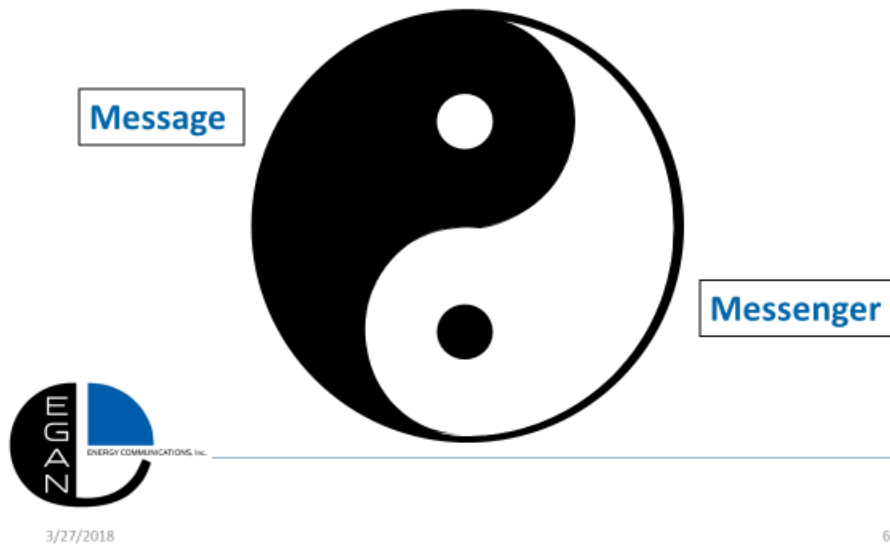
## Rule 3: Don't "Slow Walk" the Truth



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## Rule 4: Crisis Prevention Depends on Message and Messenger



## Rule 7: How to Recover from a Crisis (and How **Not** To)

