



OHFAMA Media Crisis Management Plan

Mission Statement: The primary purpose of the Ohio Foot and Ankle Medical Association is to act as a single voice for podiatric physicians in Ohio to ensure the highest quality of medical/surgical foot and ankle care to patients by representing Ohio's podiatric physicians in governmental relations, increasing public awareness and advancing professional education.

OHFAMA Vision: The Ohio Foot and Ankle Medical Association is committed to exceeding the expectations of its members by innovating, educating and advocating to empower the OHFAMA membership's success.

Chain of Command for Media Crisis

1. Executive Director and or OHFAMA President
2. Executive Committee (in order listed; if unavailable, go down the listing)
 - First Vice President
 - Immediate Past President
 - Second Vice President
 - Secretary/treasurer
3. Board of Trustees (in alpha order by academy)
4. Past President (with year of nearest service to present date)
5. Reference Chair of the House of Delegates
6. Academy President (in alpha order by academy)
7. Members
8. Media; police/security; rescue team supervisor

-Move swiftly. Deal with the media quickly, break the story yourself. Speed allows us to control the message and avoid speculation and exaggeration by the media or consumers. Remember, stories travel at the speed of light and cell phone footage can be damning. We do not want to have opposing points of view domination the dialogue on an issue that concerns our Association. We will stand on a united front on media crisis intervention and management.

-Keep all stakeholders informed. People with an interest in our association should never be surprised. Consider all stakeholders involved in the situation, and make sure that they hear about a crisis at a time in a way that is appropriate to their relationship to the firm and the issue at hand. Good stakeholder communication keeps everyone “on the same page” and minimizes the chance of confliction stories reaching the media.

-Be truthful -- ALWAYS. Although we may be tempted to veil or even embellish things in a crisis, that veil will look like a cover-up or grandstanding as time marches on. Even trivializing an event or action by using softer language can make the Association appear as though it does not understand the seriousness of the situation.

-Be an information resource NOT a media calamity. If media connectors know they can come to us for reliable information, the chances of them telling our side of the story and assisting in shining a favorable light on the Association in resulting coverage will increase.

-Be decisive. Say: this is what happened; here is what we are doing to deal with it; and here are the future ramifications. Always lay out the plan of attack, and be precise and honest.

-Apologize and move on. It’s okay to say that we’re sorry. In fact, if we have something to be sorry for, it’s always a good idea to apologize. Do NOT dwell on the apology. At best, over apologizing keeps the issue in the public eye for longer than necessary, at worst, it can make the Association appear weak.

-Keep the media up to date. When they can’t get information directly from the source, journalists and bloggers will go elsewhere, sometimes turning up with false information, since they were not informed otherwise. They might turn to industry analysts, former employees, or even our competitors.

This plan as all managements should be archived on the association’s Web site for reference off-site if needed. Any updates should be noted as shown in this example. (Updated 11/2014)

ADOPTED by the Board of Trustees: **January 29, 2015**