

# GENERAL AVIATION ACCIDENT/INCIDENT RESPONSE PLANNING

## PUBLIC RELATIONS



Experts in public relations often remind us that it is a mistake to believe that we have a “friend” in the world of public media. That generalization might never be more appropriate than in your response to an aviation accident.

Significant aviation accidents are widely reported. The public can be fascinated by the small details and the media understands this desire for information. With the advent of the internet, they have significant capability to send their message almost instantly and across wide spectrums. The initial perceptions of your organization will be shaped by how you respond to press inquiries. Those initial public perceptions shaped by a television or newspaper reporter can have wide ranging implications. It would be an error to attempt to handle the media off the cuff.

Your plan should include specific guidance as respects your interaction with all variations of the “press.”

- **Identification of spokespersons;**
- **Training for spokespersons;**
- **Specific guidance for employees;**
- **Press conference protocols;**
- **Protecting confidential information;**
- **Follow up and controlling spin.**

Reporters work on deadlines, have agendas, welcome controversy and are masters at applying pressure. If your organization is large enough to employ public relations professionals you should include them in your planning process. If you do not employ dedicated PR people, you should consider the advantages of working with a consultant. Don't be caught unprepared.

Your Global Aerospace team has significant experience in dealing with post accident media response. We can work with you to review this essential part of your plan.



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