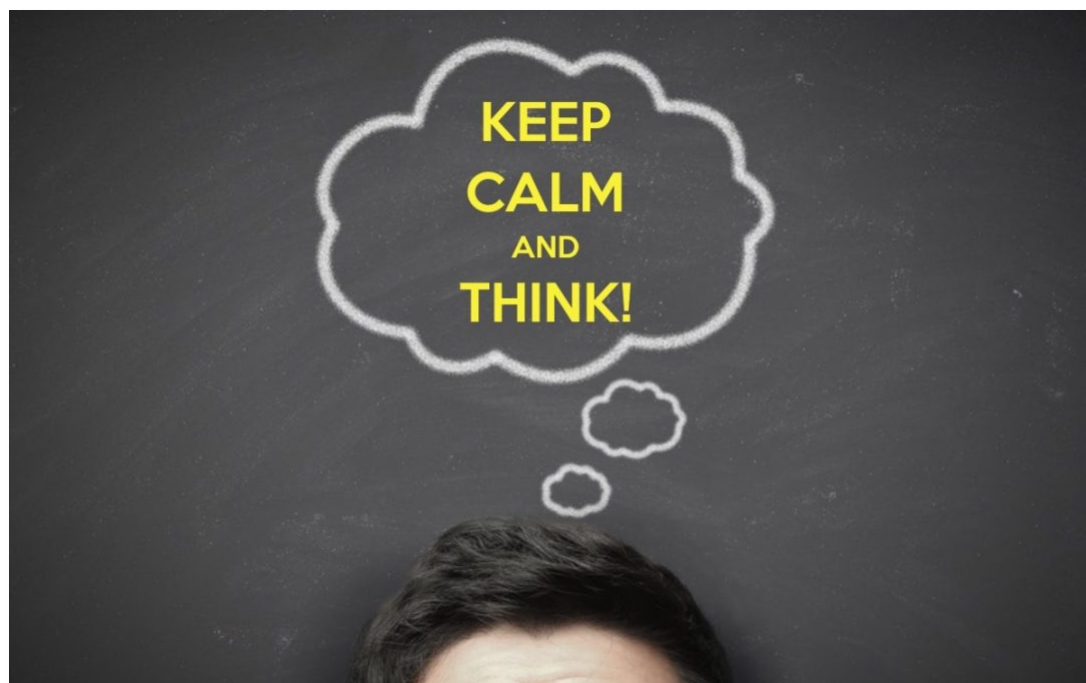


# Communication under pressure



**INTER  
SPILL**



Conference & Exhibition

22 June 2022

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# “Every crisis is a crisis of information” (J.Scanlon, Carlton University, Ottawa, Canada)

- Communication during a spill:

- Paramount importance

- Highlight & explain
    - Both internally and externally

- A crisis in the crisis

- Face to the spill response
    - Preserve reputation and credibility

- 3 kinds of communication:

- Crisis information

- What's happening?
    - What to do?

- Crisis communication *per se*

- Deal with the media – give explanations
    - Potential liability?
    - Reactive type
    - Methodical & professional expertise



- Sensitive communication

- Pro-active
    - Anticipate the threat
    - Strive to neutralize the external opposition

- Public and Media expectations

- Information = part of the democracy
- Tragedy = “good news”
  - Exceptional events are the basis of information
  - Culture of opposition
  - Question information received
  - Uncover and reveal secret
  - Get the scoop – ultimate goal



Spill in Brazil 29 july 2019 • Credits Leo Malafaia - AFP



Amoco Cadiz 1978



Deep Water Horizon 2008 • Credits Charlie Riedel

**Arousing the emotion !**



## The shock of the photos



Deepwater Horizon ablaze  
on 21 april 2010 © US Coast Guard photo



Erika sinking, on 12 december 1999 à l'aube • Credits : Marine nationale/Stéphane Marc



Deepwater Horizon, 2010



Amoco Cadiz

**Highlighting the disaster !**

Don't forget: in oil spill case, journalist does not know what he is talking about



- The 3 goals of media:
  - The race for information
  - Understand the situation
  - The search for responsibility

- The 4 errors to be avoided
  - Hiding
  - Reassuring before knowing
  - Arrogance
  - Refusing any responsibility



**Avoiding the media knock-out!**



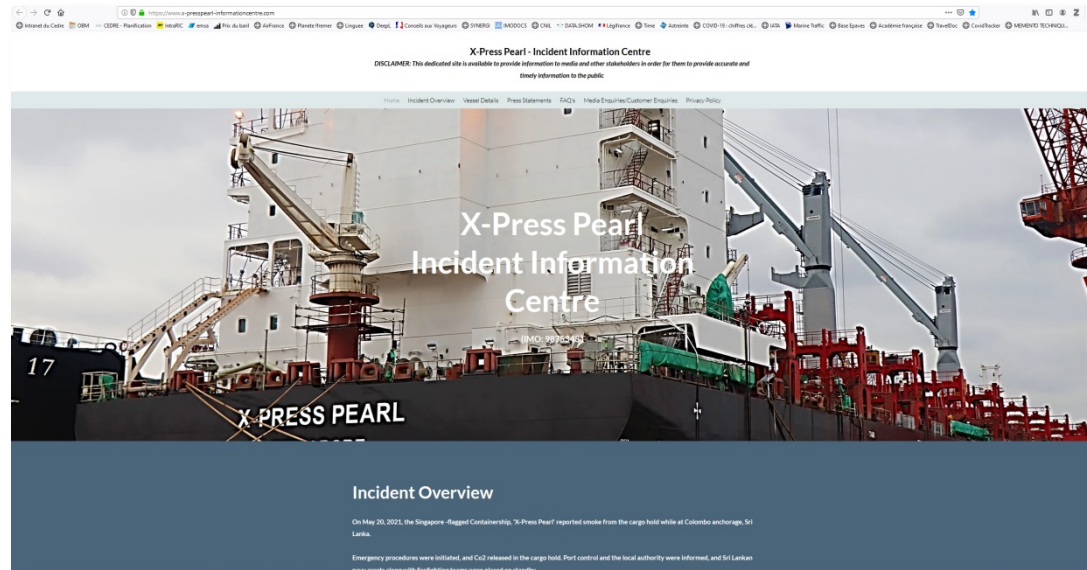
# The best practices

## – Anticipate the crisis

- **Contingency plan**
  - Crisis cell including a communication component
  - Means, memos, crisis check-lists
  - Exercise, simulate
- **Communication component role**
  - Bottom-up information
  - Top-down external and internal information

## – During the crisis

- **Communicate first**
- **Be transparent**
- **Take responsibility – leader's job!**
- **Adopt communication rules adapted to media**



# The best practices during the crisis

## – The press conference

- Relations with press

- Preparing

- Agenda (location near ops center **but not in!!!**)
    - Anticipate questions & answers
    - Provide a presentation of the event
    - Assign seats to appointed speakers on stage
    - Appoint a spokesperson as a conference chairman

- Conducting

- Description of events and response
    - Information to be relayed in the media
    - Handing copies of the presentation to the press
    - Looking at the person asking a question
    - Announce the end of conference few minutes before

- Mastering the speech:

- Short sentences
    - Open to any questions
    - Recognize any error made
    - Indicate the positive key-points
    - Do not give precedence to tek or legal issues over the public expectations





- New ways of communication

- Modern society = society of communication

- Boom of Internet = new communicational order
    - Information is disseminated even if it not verified and understood
    - Crisis develop faster with more severe impacts

- The crisis communication new scheme

- Media watch + social networks watch
    - Better anticipate IOT better respond to issues
    - Be flexible
    - Select carefully the media according to targeted audience
    - Create a specific profile on selected networks:
      - » Conversing directly with the public
      - » React and communicate quickly

**Operational dedicated structure is needed as essential part of the crisis management itself**

THANKS FOR YOUR ATTENTION