

The Communications Workshop, LLC

Who Am I ?

Steve Bassett
Chairman & CEO

Instrument-Rated Pilot

30 Years of Aviation Experience

Trained in Accident Investigation by the NTSB

10 Years TV Broadcaster (Major Market & NBC Sports)

35 Years Media/Communications Experience

28 Years Senior Aviation Executive

- SrVP/AOPA, ExVP/Air Vegas Airlines, President/USATA

Written Extensively

- *Disaster Response, Media Relations, Communications*

Testified Numerous Times Before Committees of U.S. Congress

U.S. Army/Vietnam ('69-'70) Veteran

- *4th Infantry Recon/Americal Division*



Who Are We ?



1990 Company Opened

- *Public/Media Relations*
- *Media Training*

- *Corporate Video Productions (Won Six International Awards)*

1996 Assumed Management of United States Air Tour Assn.

2003 Disaster Response Planning, Training, Consulting

2006 FtOps: Improving Internal Communications Training

www.thecommunicationsworkshop.com

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AREAS OF EXPERTISE

Aviation Disaster Response

News Media Relations

Flight Ops Communications

Serve as a Member of Your

“GO TEAM”

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WHAT WE CAN DO FOR YOU

Disaster Response

- ✓ On-Site “GO Team” Management & Counseling
- ✓ Serve as Organizational Spokesperson
- ✓ Provide Disaster Response Plan Development
- ✓ Initial Staff Development Training
- ✓ Annual Plan Testing (Table Top/Simulated Live Fire)
- ✓ Semi-Annual Plan Review & Updating
- ✓ Annual Refresher Training

COPING WITH CRISIS
DISASTER RESPONSE PLANNING

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INITIAL STAFF DEVELOPMENT TRAINING

One-Day Training Program

- ✓ The Elements of Disaster Response Planning
- ✓ Understanding a NTSB Accident Investigation
- ✓ How to be a “Party” to an Investigation
- ✓ Taking Care of Victim’s Families
- ✓ Effective Crisis Public Relations
- ✓ Managing Politicians During a Crisis Situation
- ✓ Working with the News Media

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EXERCISE FACILITATION

Table Top Exercise

- ✓ Disaster Response Team Assembles
- ✓ Various Crisis Scenarios Are Presented
- ✓ Participants Are Tested On Assignments & Actions

Simulated “Live Fire” Exercise

- ✓ Select Crisis Response Scenario To Be Exercised
- ✓ Sound General Quarters/Make The Initial Call
- ✓ Go Through Entire Process
- ✓ Focus On Completing Key Actions Within Specified Time



ON-SITE DISASTER RESPONSE MANAGEMENT/COUNSELING

- ✓ Will Serve as a Member of Your “GO Team”
- ✓ Will Provide Coordination/Consulting to DR Team
- ✓ Will Serve as Company Spokesperson
- ✓ Will Handle Specific Assignments as Required

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The background of the slide features a composite image. On the left, there are white stars on a dark blue field, reminiscent of the American flag. On the right, there is a close-up of an eagle's head with a sharp beak and a focused eye. Below the eagle, the illuminated dome of the United States Capitol building is visible against a dark sky.

ANNUAL STAFF DEVELOPMENT REFRESHER TRAINING

- ✓ Will provide staff development refresher training annually in conjunction with annual plan exercising.

WHAT WE CAN DO FOR YOU

News Media Relations

- ✓ Serve as Organization Spokesperson
- ✓ Provide On-Site Media Consulting
- ✓ Provide Media Training for Spokespersons



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SERVE AS ORGANIZATION SPOKESPERSON

- ✓ Organization Desires to Remain in the Background
- ✓ Using “Outside” Media Consultants a Common Practice in the Commercial Aviation Industry for Those Organizations Without Extensive Media Relations Experience
- ✓ Will Serve as Your Organization Spokesperson Handling News Conferences and Interviews
- ✓ Requisite Separation Between The Organization and the News Media will be Achieved



DEALING WITH THE NEWS MEDIA IS TRICKY BUSINESS

Our job is to:

- ✓ Be proactive with the news media
- ✓ Fill the information news vacuum to avoid rumors, speculation and unwanted probing
- ✓ Provide only the information necessary to accomplish this media mission



PROVIDE ON-SITE MEDIA CONSULTING

As Part of On-site Disaster Response Assistance,
We Will Manage Media Relations to Include:

- ✓ Arranging For and Managing News Conferences,
- ✓ Preparing Statements and Other Information
- ✓ Coordinating Media Interviews, and
- ✓ Briefing Spokespersons in a Manner
That Ensures Confidentiality.

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PROVIDE MEDIA TRAINING FOR SPOKESPERSONS

- ✓ A One-day Training Course at Your Location Tailored to Your Organization Requirements for Spokespersons on How to:
 - ✓ Effectively Conduct News Conferences
 - ✓ Respond to Media Questions During News Conference and One-on-one Interviews, and
 - ✓ Handle Difficult Reporters and Ambush Situations.
 - ✓ Subjects Are Tested In Front of a Live Camera During Various Interview Scenarios. Each Test Interview is Videotaped for Immediate Review and Critique.

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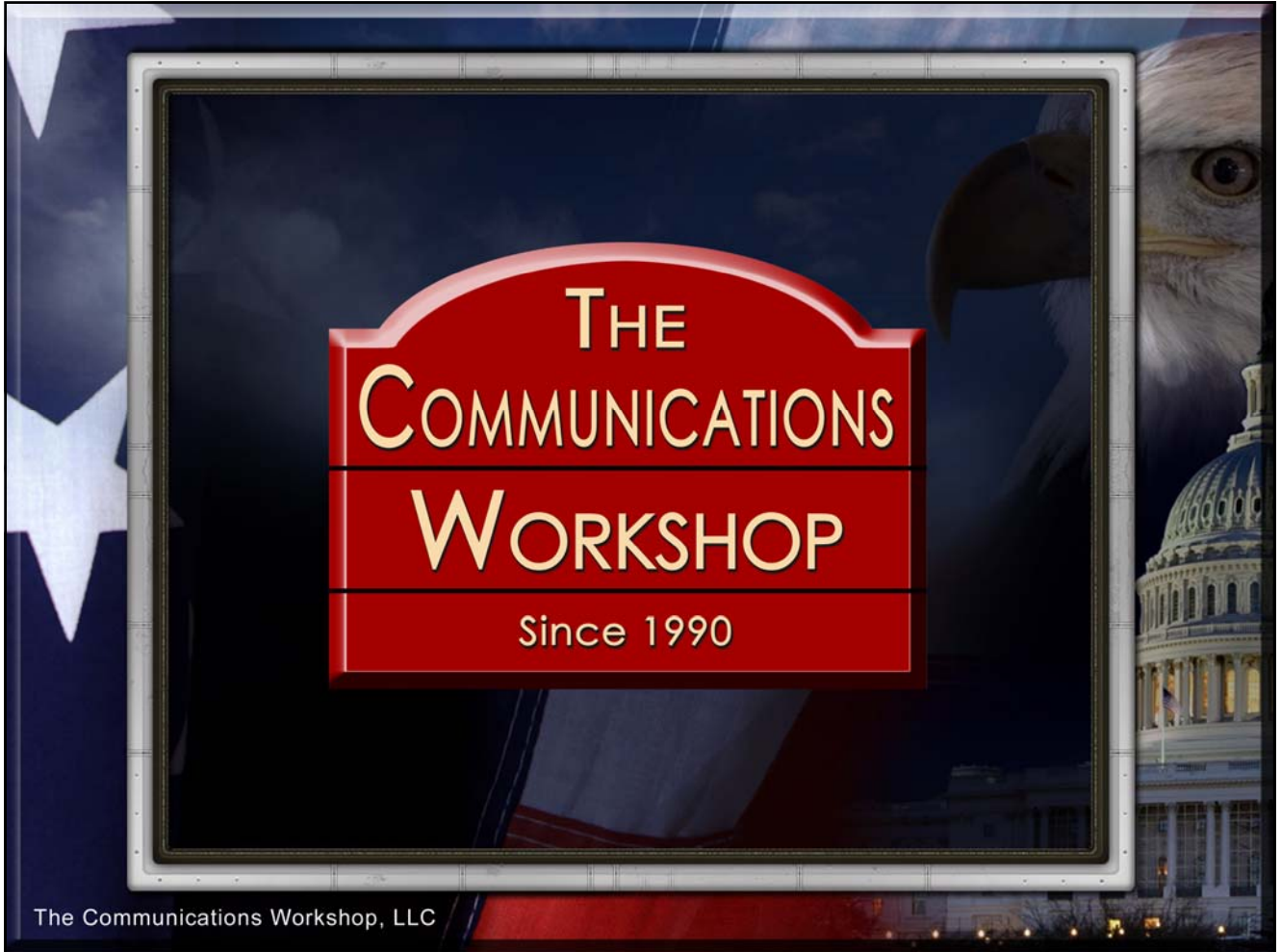
WHAT WE CAN DO FOR YOU

FltOps: Improving Internal Communications

- ✓ Internal Communications Audit
- ✓ Communications Plan Development
- ✓ Staff Development Training Program
 - *Organizational Culture and Aviation Safety*
 - *The 10-Step Communications Process*
 - *Up, Down, Sideways Communications*
 - *The Information Supply Chain*
 - *Avoiding Message Malfunctions*
 - *Using Technology Wisely*
 - *Effective Listening*
 - *Much More*

FLIGHT OPS
IMPROVING INTERNAL COMMUNICATIONS

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