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PRESS RELEASE
For Immediate Release

Crisis Communications—Survive and Thrive
Addressed by Barbara Yeninas before Business Marketing Association

HOLMDEL, NJ (March 14) – “Crises happen everyday—whether it’s rats roaming in restaurants after hours, a major marine oil spill, an unspeakable act of terrorism or people being stranded on a plane for 10 hours—how your company responds to the media during the first 24 to 48 hours is critical,” according to Barbara Yeninas.

Ms. Yeninas, senior partner and CEO of BSY Associates Inc., a marketing communications firm with more than 30 years of crisis management experience, spoke on “Crisis Communications—Survive and Thrive” at a meeting of New Jersey’s Business Marketing Association Tuesday, March 13.

“The media represents a special communication challenge that few business people are trained to handle,” she said. “And for a business, a crisis is anything with the potential to cause sudden and serious damage to its employees, reputation, or bottom line. A major crisis will affect the entire organization and in some cases can lead to its collapse.”

“Plan in advance—remember that Noah began building the ark before it started to rain. And always tell the truth or you will be skewered. This is whether dealing with a brief business interruption or a worst-case scenario. The extent of preparation could determine the future of your business, its assets and reputation.”

Yeninas recommended businesses plan its communication strategy with audience segmentation—customers, employees, stakeholders and media—so each party can be addressed and informed appropriately. She also expressed, “If possible, communicate all the bad news at once because, after all, it’s much better to be pummeled once than taking a beating every time you announce yet another negative piece of information.”

She continued, “The way in which you react to the crisis is played out in the media for everyone to see. Ignoring the media isn’t an option because the story will be published with or without you. So you need to have a plan and remember to always be honest.”

Finally, she said, the company policy should stress these factors:



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- Don't minimize the situation.
- Don't blame the victims
- Don't lie or speculate.
- Never forget about your employees.

Barbara Yeninas has handled crisis communications issues in the trade and transportation industries since 1974 ranging from environmental issues, industrial accidents and labor situations.

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BSY Associates Inc. is the premier marketing communications firm located in Holmdel, NJ. The company, founded in 1974, provides a complete range of integrated marketing communications that involve public relations, advertising, corporate branding, event management, international crisis response, design—from ads to webs—and successful marketing advice to businesses of every size. The company grew from an entrepreneurial venture to one of the most respected agencies covering trade and transportation throughout the world with a team of talented professionals.