

MONTHLY WEBINAR SERIES

# THE PERMACRISIS PLAYBOOK:

Navigating Communication Chaos with Confidence

**TUESDAY, FEBRUARY 20**

**3:00 - 4:00 pm ET**



**Molly Kellogg-Schmauch**

*Chief Strategist, Moat Strategies*



# HELLO!

I'M MOLLY.

I'm a Native Floridian &  
Expert Crisis Communicator

**Molly Kellogg-Schmauch**  
Chief Strategist, Moat Strategies





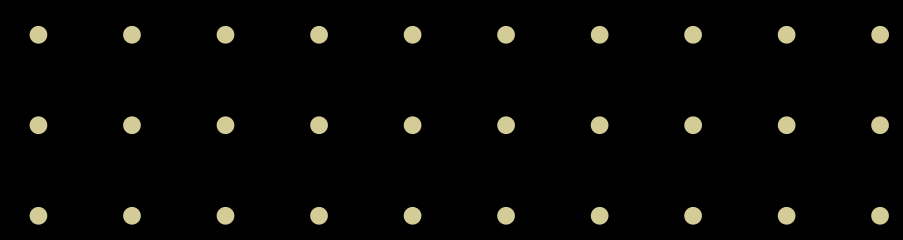
**01.** PROBLEM

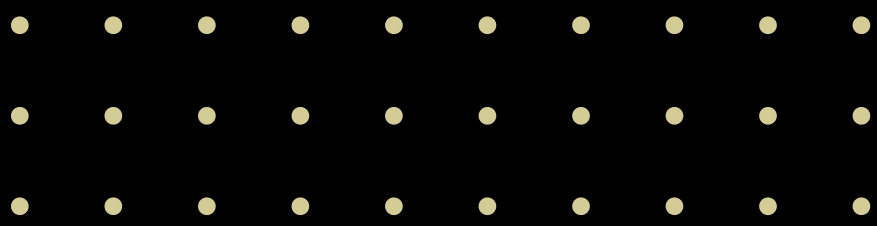
**02.** SOLUTION

**03.** RESOURCES & TOOLS

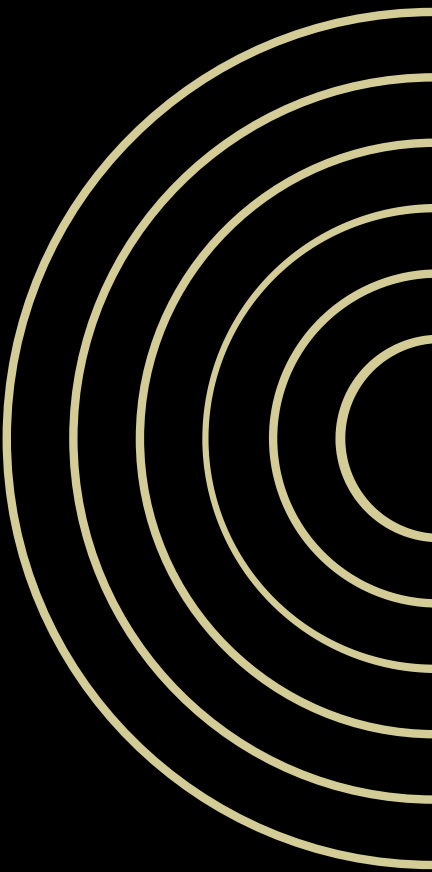
**04.** QUESTIONS

# AGENDA





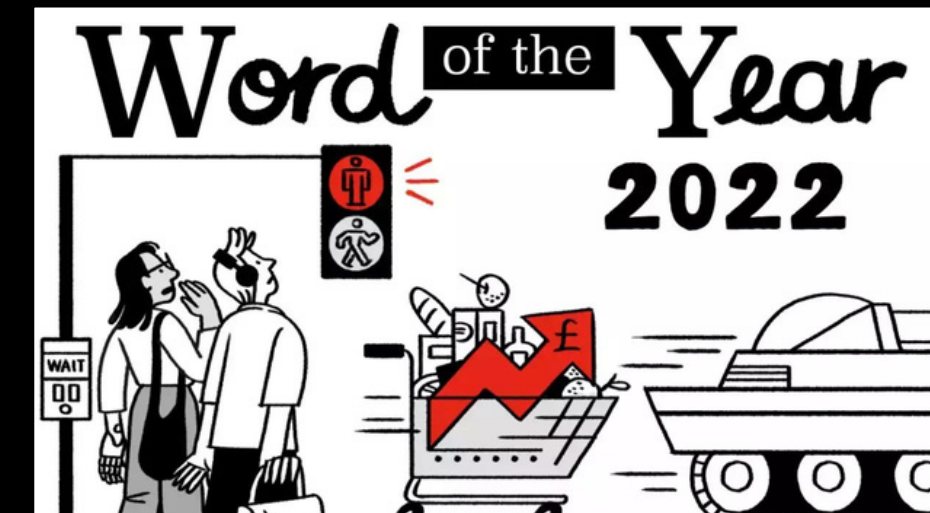
**KP'ΙΣΙΣ OR KRISIS,  
A MOMENT OF OPPORTUNITY  
THAT BIFURCATES INTO  
LIFE OR DEATH,  
VICTORY OR DEFEAT.**



## WORD OF THE YEAR

### PERMACRISIS

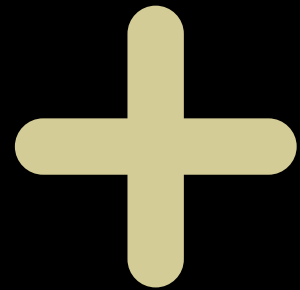
(noun) An extended period of instability and insecurity.



“Permacrisis” is a term that perfectly embodies the dizzying sense of lurching from one unprecedented event to another, as we wonder bleakly what new horrors might be around the corner.”



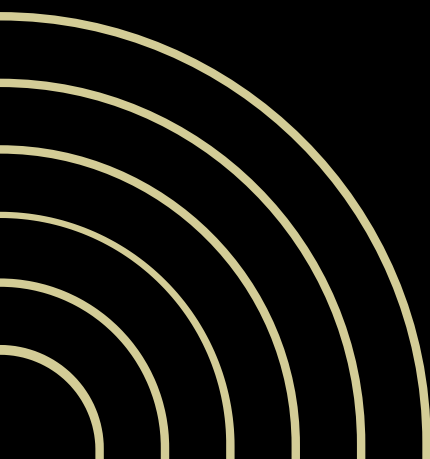
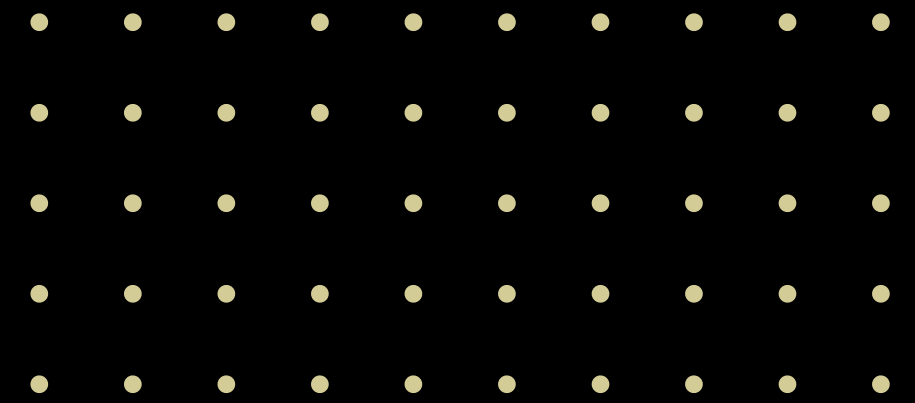
Multiple, Simultaneous Crises



PERMACRISIS



Modern Media Landscape



# MEDIA CHANNEL EVOLUTION

1970

## Traditional Media Channels

Television  
Radio  
Print  
Books  
Outdoor Advertising  
Direct Mail

1990

## Traditional Media Channels

Television  
Radio  
Print  
Books  
Outdoor Advertising  
Syndication Services  
Direct Mail  
Public Access TV and  
Community Radio

TODAY

## Traditional Media Channels

Television  
Radio  
Print  
Books  
Outdoor Advertising

## Digital and Online Media Channels

Websites  
Social Media  
Streaming Services  
Podcasts  
E-mail Newsletters  
Mobile Apps  
Video Sharing Platforms  
Music Streaming  
E-books and Online Articles  
Webinars and Virtual Events  
Online Forums and Discussion Boards  
E-commerce Platforms  
Video Games and Esports

## Emerging Technologies and Platforms

Virtual Reality (VR) and Augmented Reality (AR)  
Blockchain and NFTs  
Artificial Intelligence (AI)  
Machine Learning Platforms  
Voice Assistants and Smart Speakers

## Hybrid and Miscellaneous Channels

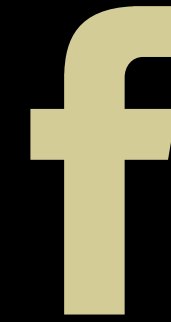
Syndication Services  
Press Releases and PR Networks  
Direct Mail  
Teleconferencing and Video Conferencing  
Satellite Radio and Podcasts  
Public Access TV and Community Radio

**MOAT**  
STRATEGIES

THE RISE OF  
**CITIZEN**  
JOURNALISM



**2,000,000**  
podcasts



**3,000,000,000**  
active monthly users



**51,000,000**  
active channels



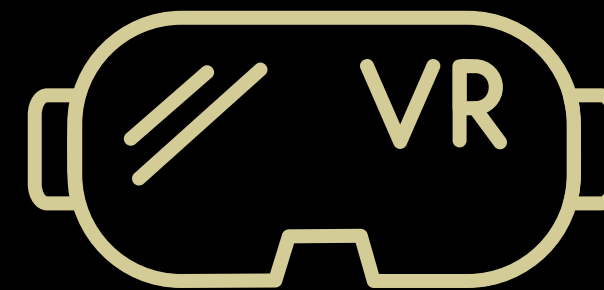
**2,000,000,000**  
active monthly users



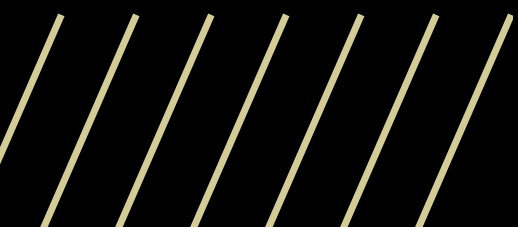
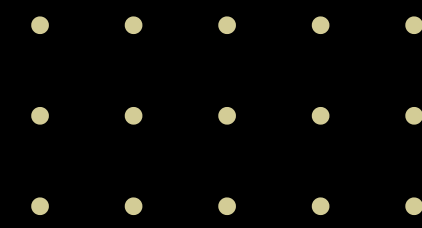
**450,000,000**  
active monthly users



**6,000,000,000+**  
active users

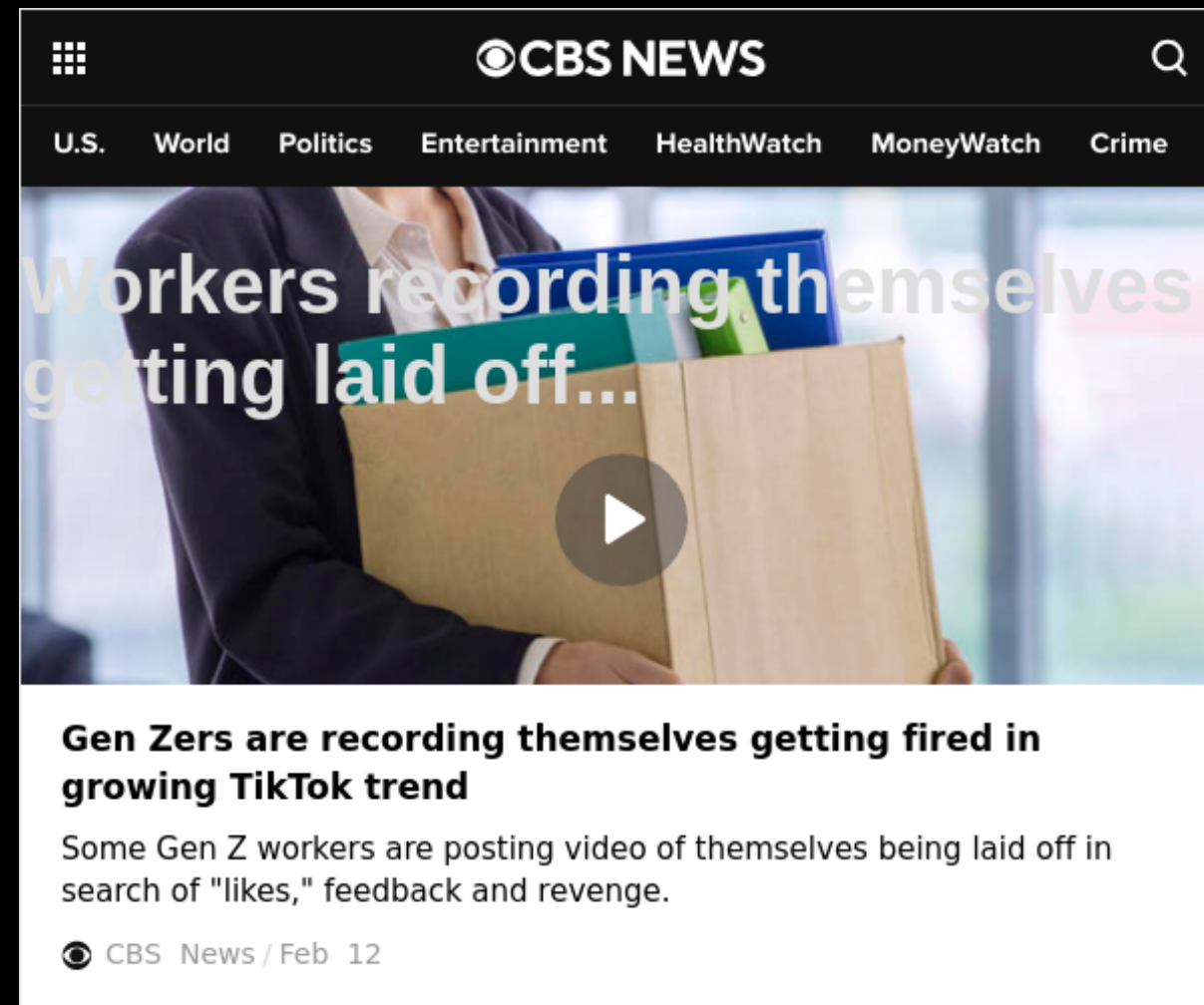


**MOAT**  
STRATEGIES





# NEWS COVERAGE



Cloudflare Layoffs via TikTok

# TOP 5 DELUSIONS OF CRISIS COMMS

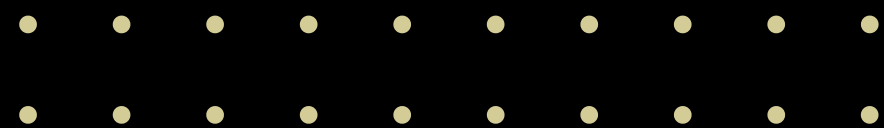
“I Will Know It When I See It”

“That Will Never Happen to Us”

“Our Communications Personnel Can Handle It”

“Our People Can Figure Out What to Do When the Time Comes”

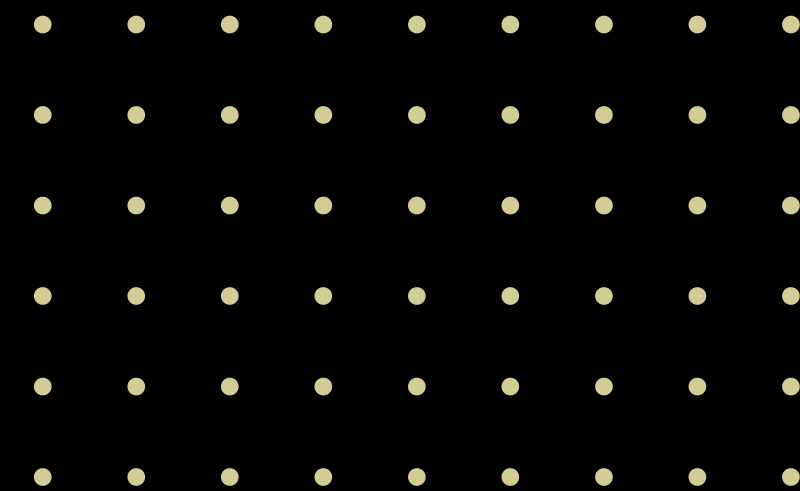
“We Communicate with Each Other, So We Will Know What We Need to Know”





# PROBLEM

Ad-hoc crisis communications efforts erode brands and obstruct goals, presenting a critical obstacle to success.



## WHY DOES IT MATTER?

If a Company is Unprepared, a Crisis Can:

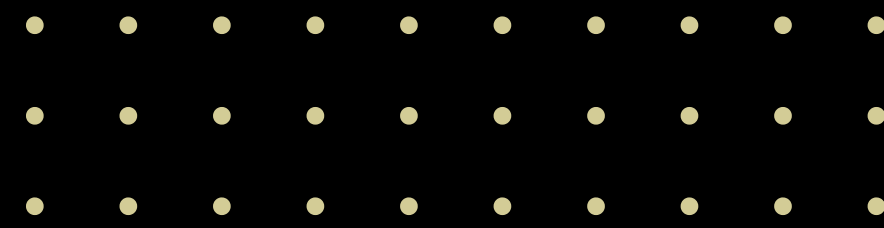
Quickly Escalate

Erode Public Trust

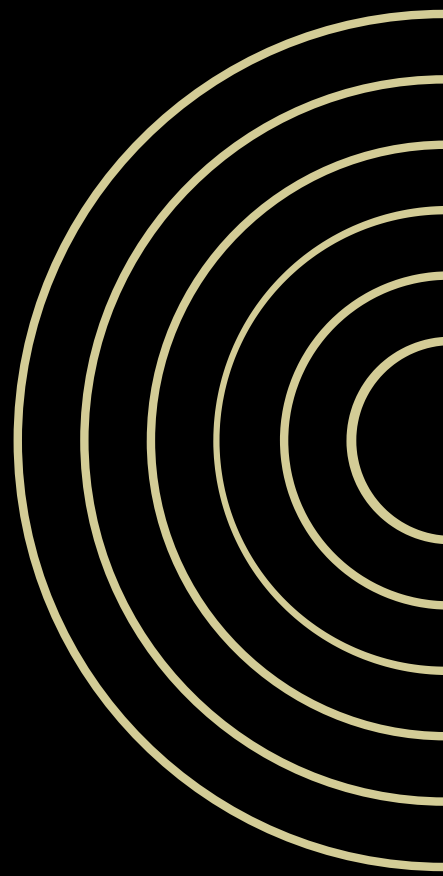
Distract Team From Daily Projects and Goals

Negatively Impact Brand & Reputation

Have Significant and Long-Lasting Financial Impacts



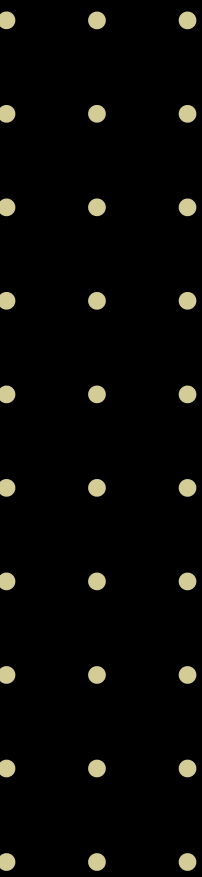
**RESILIENCE**  
**THE SPEED WITH WHICH**  
**HOMEOSTASIS IS ACHIEVED**  
**AFTER**  
**DISPLACEMENT.**





# SOLUTION

Create an intentional and integrated communications program by proactively seeking out threats and vulnerabilities **before** they occur.

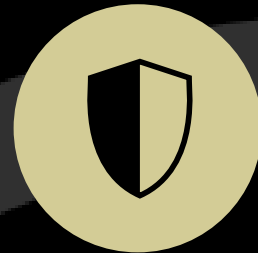
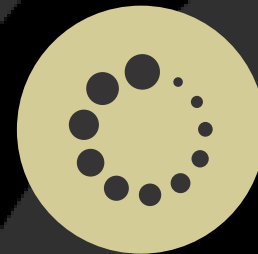


**PROTECT**

**PRACTICE**

**PREVAIL**

**PREPARE**

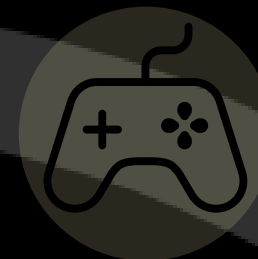
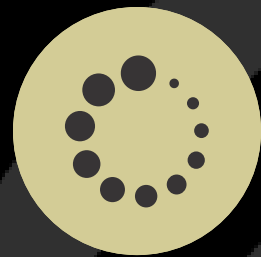


**The Moat  
Framework**

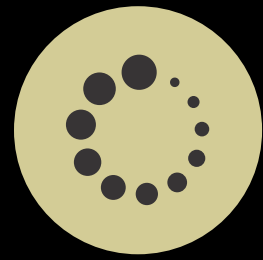
**MOAT**  
STRATEGIES

# PREPARE

Identify Vulnerabilities and Prepare for Potential Threats







# PREPARE

## 360 Degree View

### EXTERNAL THREATS

NATURAL DISASTERS

ECONOMIC AND FINANCIAL CRISES

SOCIOPOLITICAL CRISES

TECH & INDUSTRIAL ACCIDENTS

HEALTH & PANDEMIC CRISES

ENVIRONMENTAL & ECOLOGICAL CRISES

CYBERSECURITY & INFORMATION CRISES

HUMANITARIAN CRISES



### INTERNAL VULNERABILITIES

LEADERSHIP CHANGES/VOLATILITY

EMPLOYEE STRIKES

PROPRIETARY INFORMATION LEAK

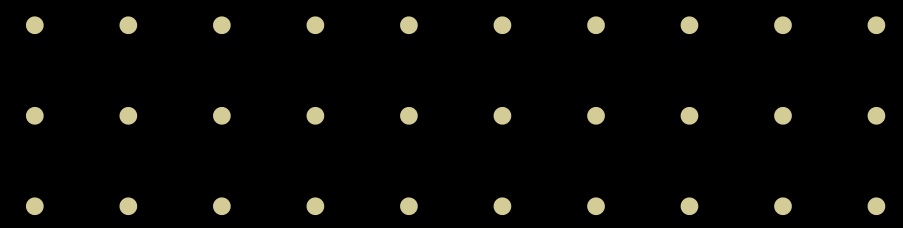
FALSE CLAIMS

PRODUCT RECALL

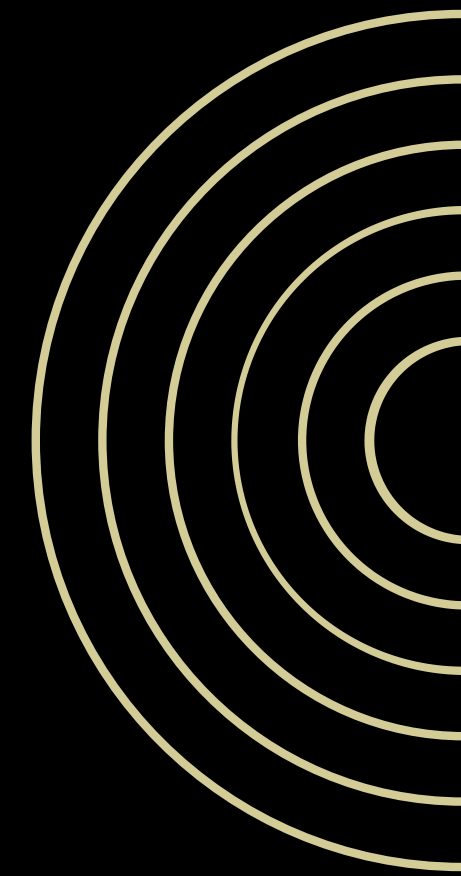
SERVICE FAILURES

REGULATORY COMPLIANCE ISSUES

PERSONNEL ACCUSATIONS

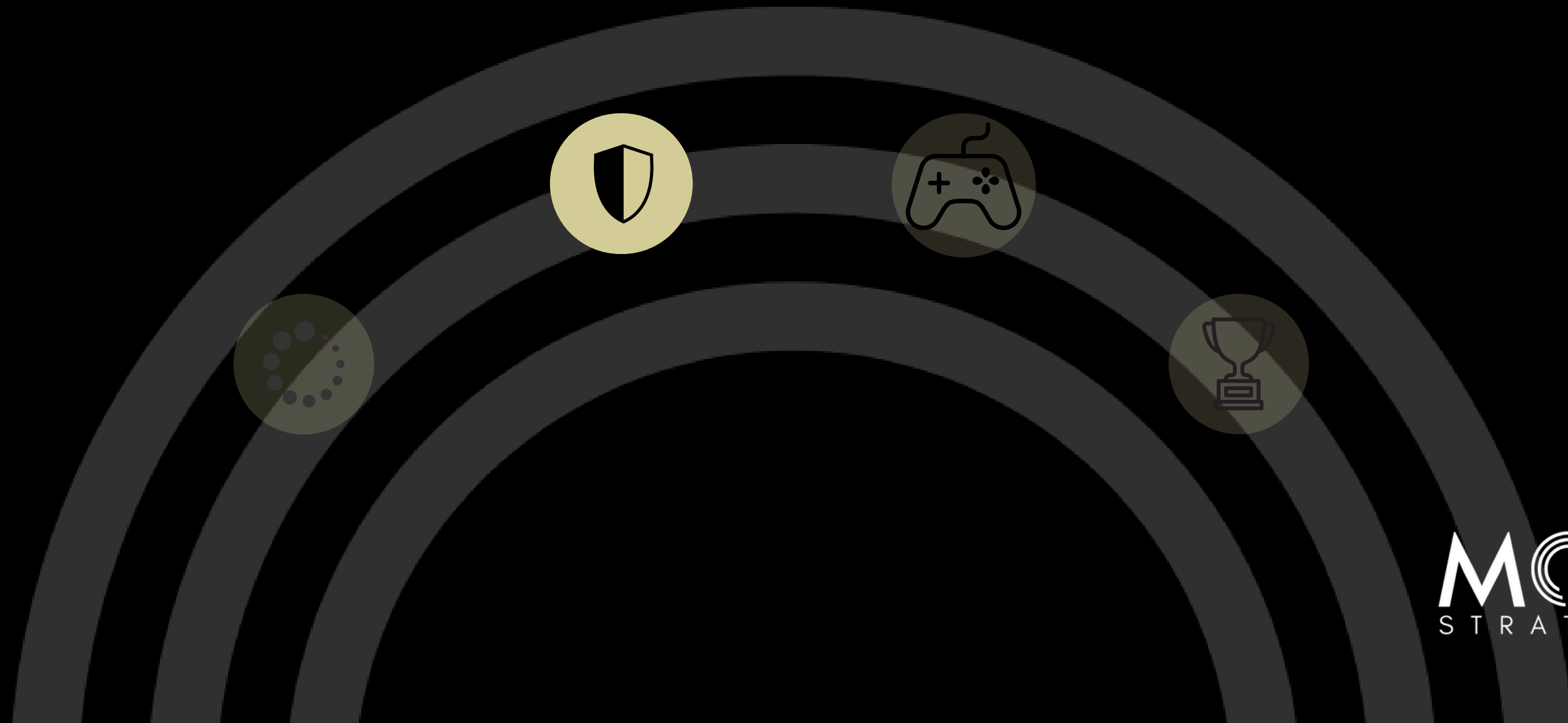


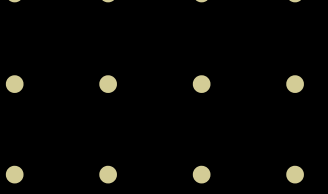
IT'S **NOT** ABOUT BEING  
**PARANOID,**  
IT'S ABOUT BEING  
**PREPARED**



# PROTECT

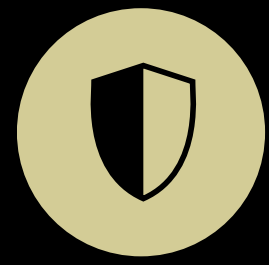
Assemble specialized crisis response teams  
and build comprehensive strategies





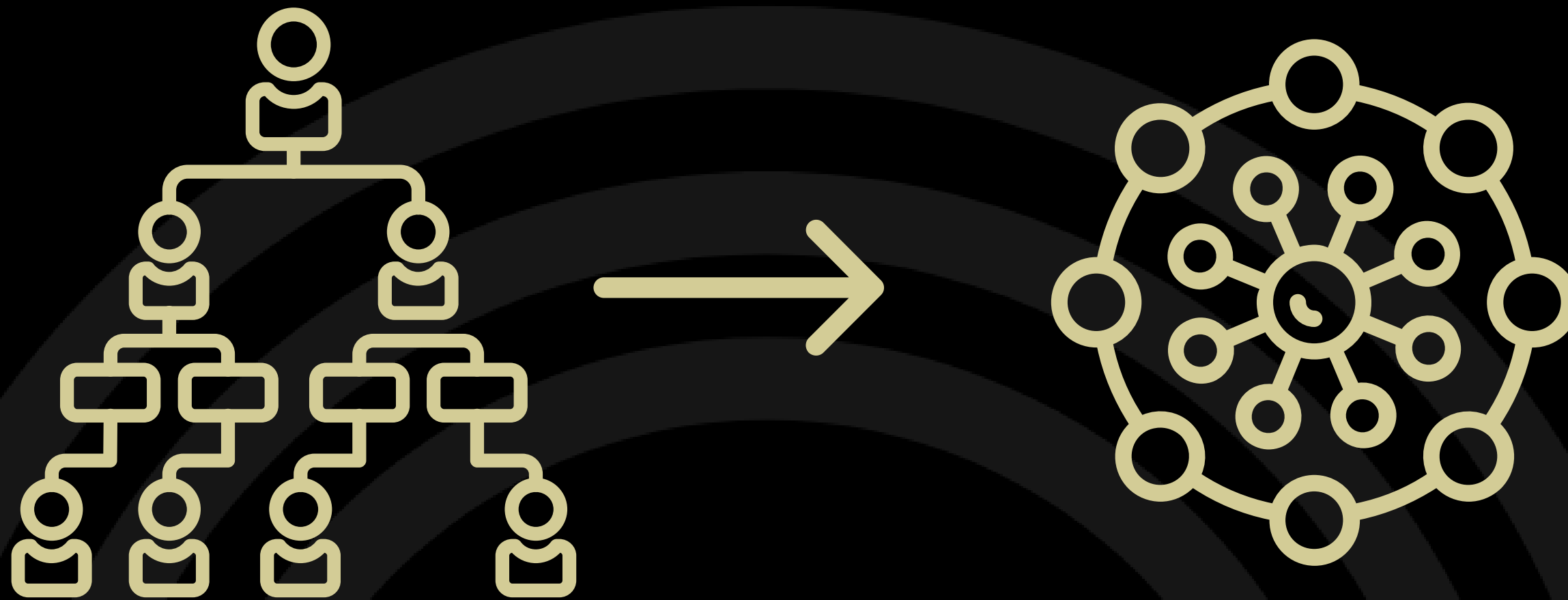
80%

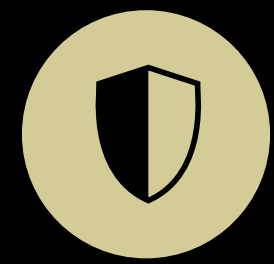
OF EXECUTIVES SAID THAT THEIR STRATEGIES  
**ARE NOT WELL UNDERSTOOD**  
BY THE COMPANY.



# PROTECT

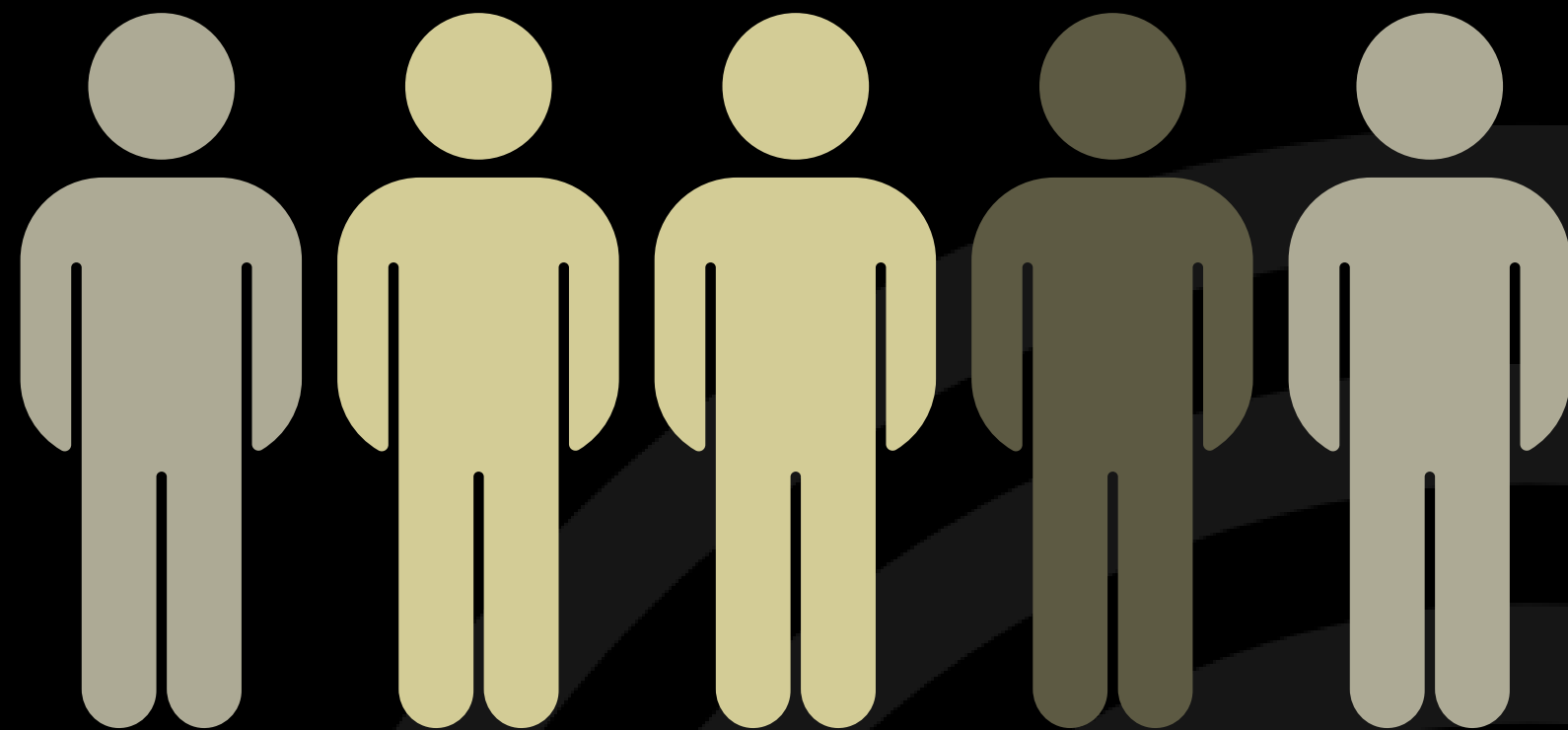
## No-Silo Teams



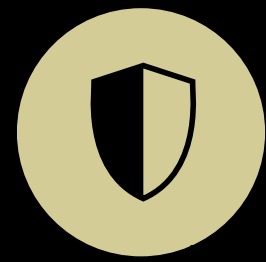


# PROTECT

Know Your Audience



WHO ARE THEY  
WHAT MATTERS TO THEM  
HOW MUCH CAN THEY ABSORB  
WHAT IS THE EXPECTATION  
CHANNELS USED



# PROTECT

## Generational-Focus

	<b>Silent Generation (Born 1928-1945)</b>	<b>Baby Boomers (Born 1946-1964)</b>	<b>Generation X (Born 1965-1980)</b>	<b>Millennials (Born 1981-1996)</b>	<b>Generation Z (Born 1997-2012)</b>	<b>Generation Alpha (Born 2013-24)</b>
<b>US Pop.</b>	7%	21.16%	19.83%	21.75%	20.67%	13%
<b>Media Trust</b>	Higher trust in traditional media; skeptical of new media.	Moderate to high in traditional media; skeptical of the internet.	Mixed; questions bias in all media types.	Low in traditional media; reliant but skeptical of digital media.	Highly skeptical of traditional media; reliant on digital platforms.	Expected to trust digital and multimedia sources.
<b>Communication Preference</b>	Face-to-face, traditional print, and broadcast media.	Face-to-face, phone conversations, established print media.	Mix of traditional and digital methods.	Digital communication, social media.	Visual platforms, texting, multimedia formats.	Advanced digital platforms, interactive technology.
<b>Fears</b>	Health issues, financial insecurity, loss of independence.	Aging, economic insecurity, societal changes.	Job security, family responsibilities, digital privacy.	Economic challenges, climate change, societal instability.	Education and job prospects, mental health, social pressures.	Influenced by parental concerns and global issues.
<b>Crisis Priorities</b>	Health & safety updates, access to medical care, family & community impact.	Financial impact, health advisories, government policies.	Job and business stability, education impact, practical family advice.	Employment security, community impact, digital solutions.	Education implications, mental health resources, social connectivity.	Child-friendly crisis explanations, routine disruptions.
<b>Non-Priorities</b>	Detailed technology updates, social media commentary, international implications.	Technical details, social media trends, minor policy changes.	Celebrity news, excessive social media content, distant international events.	Traditional media reports, irrelevant social change information, technical industry updates.	Traditional news formats, older generation policies, non-digital content.	Complex socio-political analysis, economic reports, high-level tech updates.



# PROTECT

## Audience



EXTERNAL - CUSTOMER

MIX OF TRADITIONAL/DIGITAL

JOE

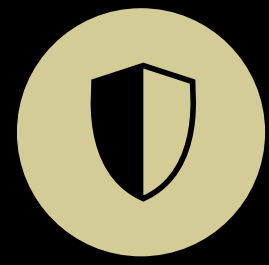
MALE, 45, MARRIED, COLLEGE GRAD

FACTS, ACTIONS

MONEY, FAMILY, CAREER

ISSUE WILL BE CORRECTED





# PROTECT

Message



CONSISTENT

CLEAR

CONCISE

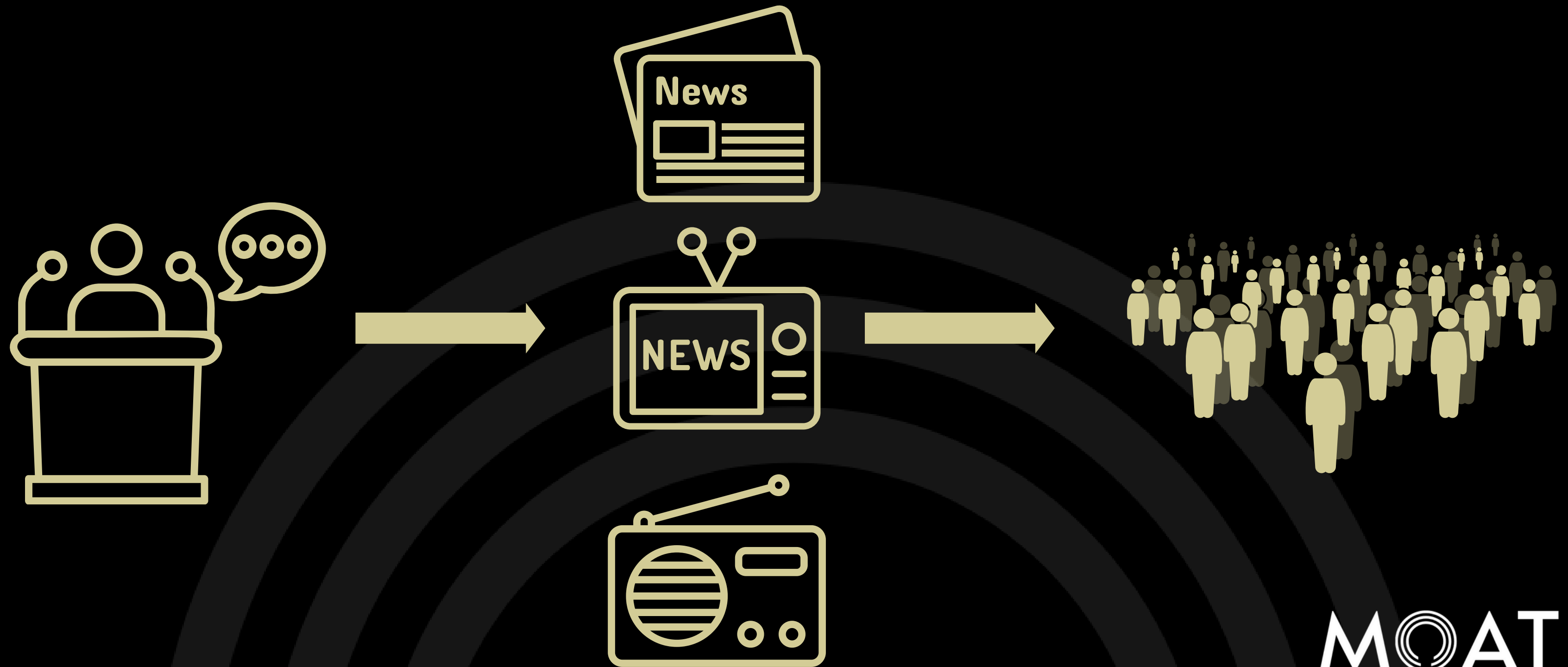
COMPELLING

CREDIBLE

CREATIVE

# PROTECT

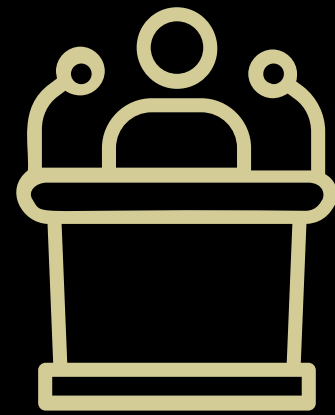
## Traditional Distribution





# PROTECT

## Targeted Distribution





# PROTECT

## Targeted Message

### MESSAGE FROM CEO

This morning at 7:30 AM EST, our company experienced a weather-related outage in services that is affecting 25% of our U.S. customers primarily located in the mid-west region.

We are anticipating that the issue will be resolved in the coming hours. We will continue to provide updates regarding the issue. Our customer service representatives are standing by to assist you. Thank you for your patience.

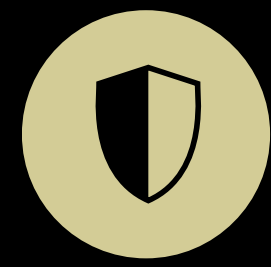
Sincerely,

*Mr. Prepared*

Company CEO



EXTERNAL - CUSTOMER  
MALE, 45, COLLEGE-GRAD  
MIX OF TRADITIONAL/DIGITAL  
MONEY, FAMILY, CAREER  
FACTS, ACTIONS  
ISSUE WILL BE CORRECTED



# PROTECT

## Media Resources



B ROLL



HEADSHOTS/BIOS



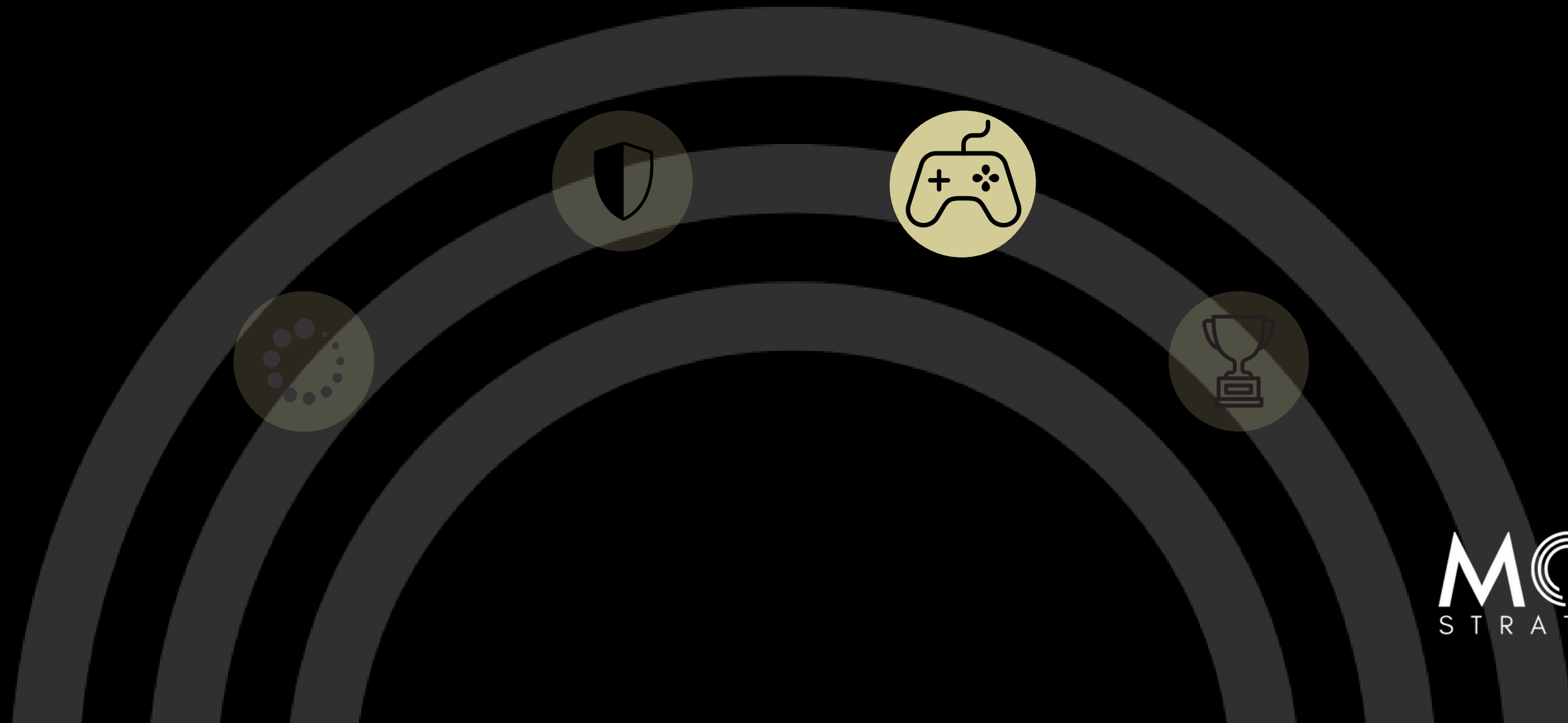
FAQ



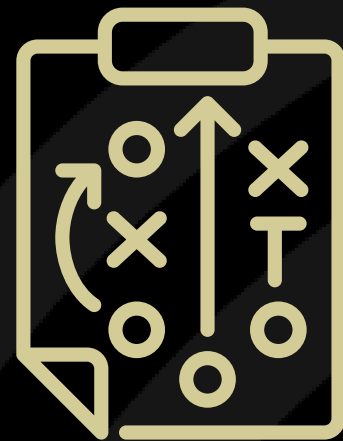
BACKGROUND

# PRACTICE

Train for Real-World Scenarios: Not just theoretically prepared but practically adept in handling crises

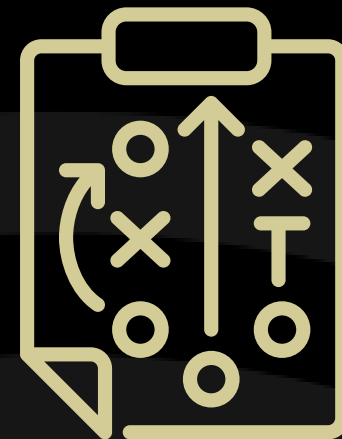


# PRACTICE



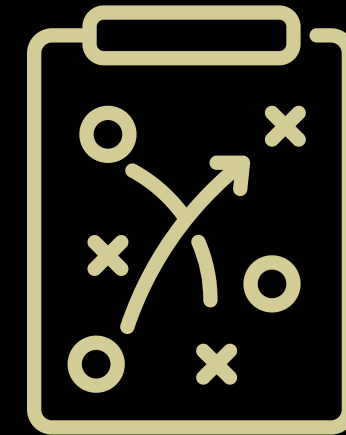
**BEFORE**

Multi-scenario tabletop exercises



**DURING**

Follow with flexibility



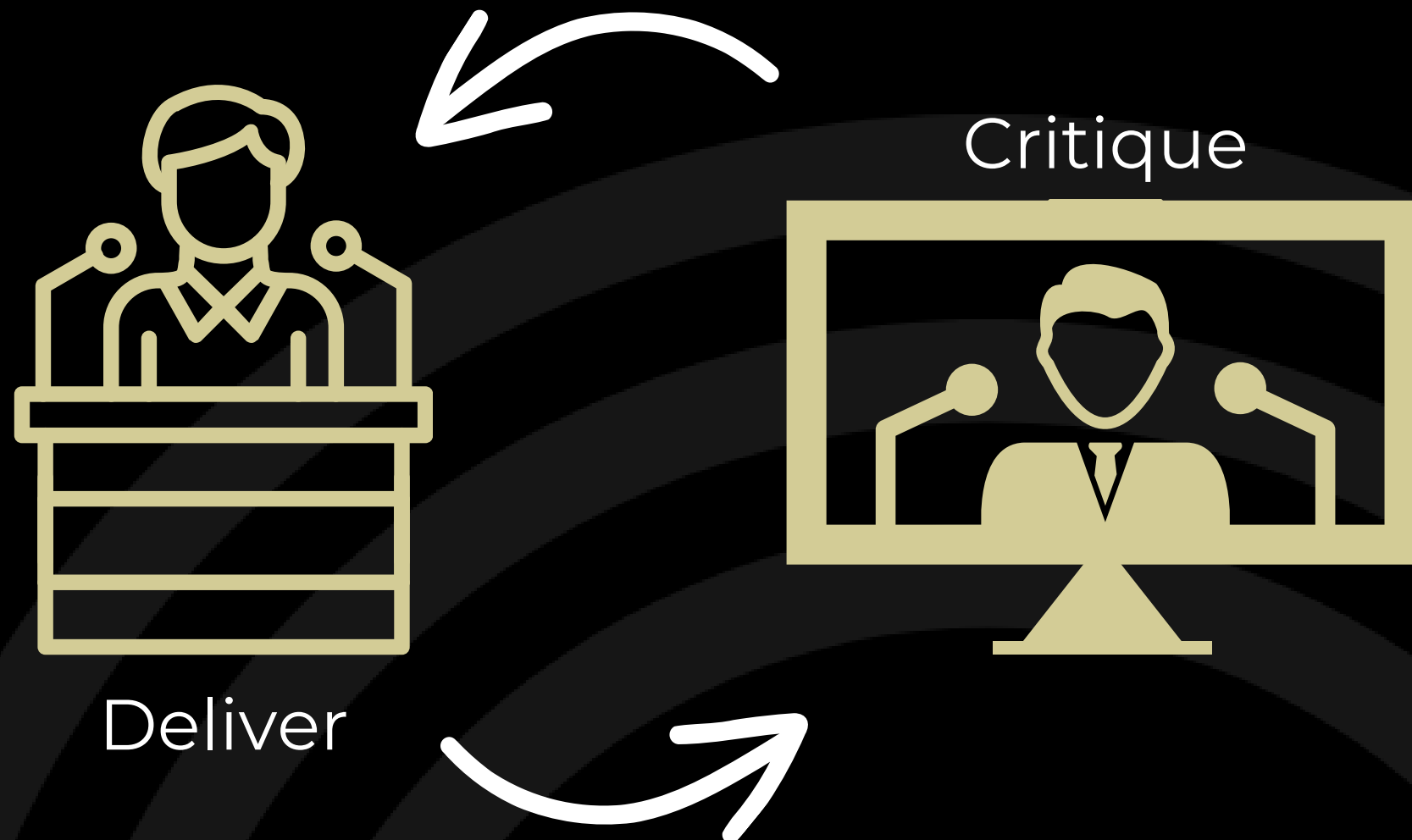
**AFTER**

Assess and adjust



# PRACTICE

## Media Training

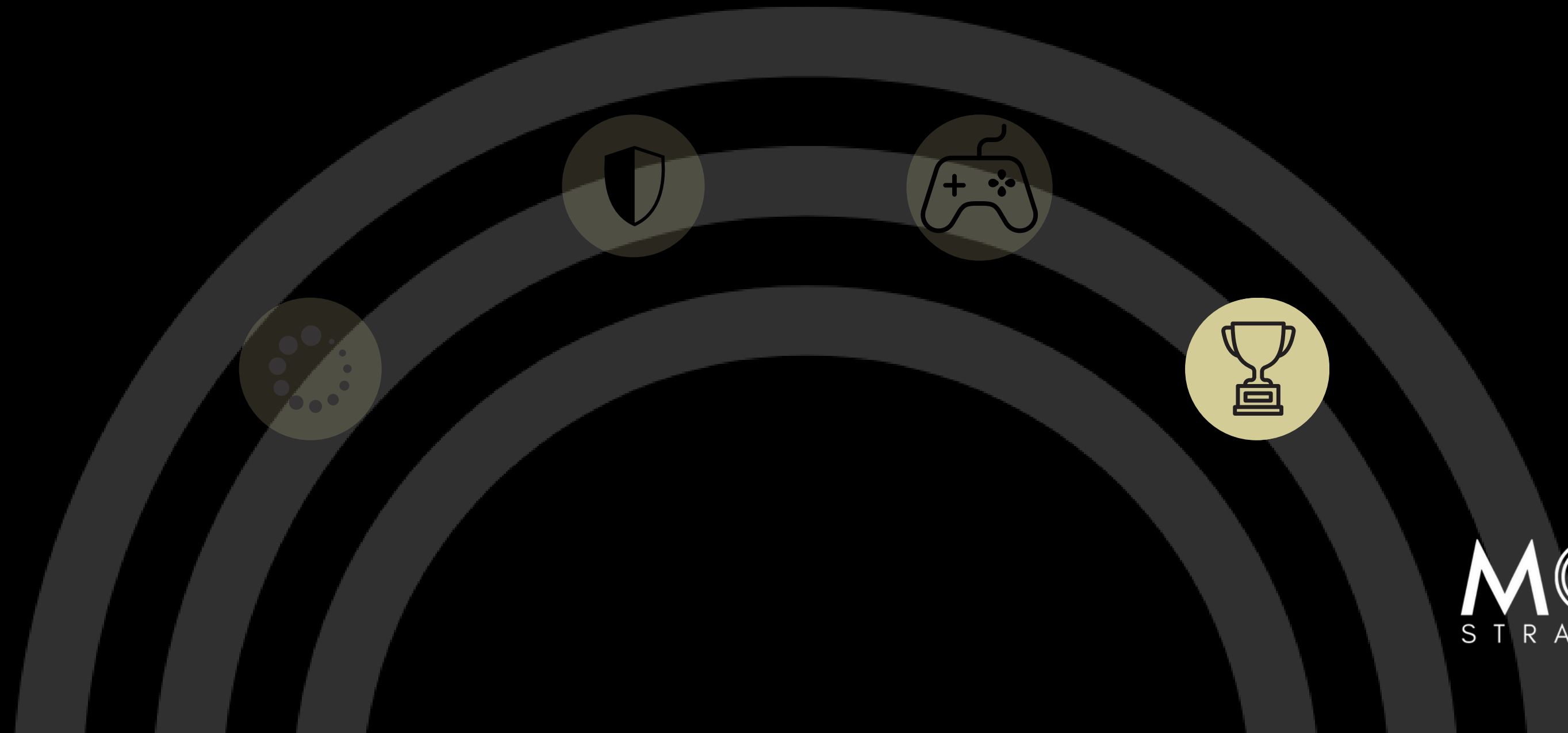


- Spokesperson
- In-Person | Virtual
- Venue
- Wardrobe
- Tone
- Body-Language
- Media
- Practice Questions



# PREVAIL

Prevail and Emerge Stronger





# PREVAIL



MONITORING



ASSESSMENT  
& ADJUSTMENT



WELL-BEING  
CHECKS



ALERTS



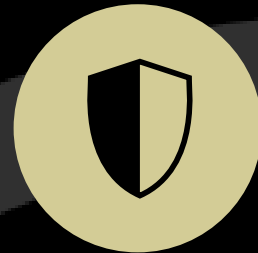
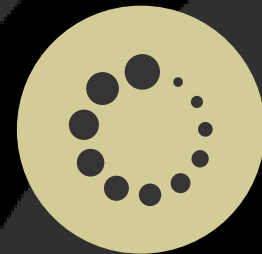
SHARED  
INFORMATION

**PROTECT**

**PRACTICE**

**PREVAIL**

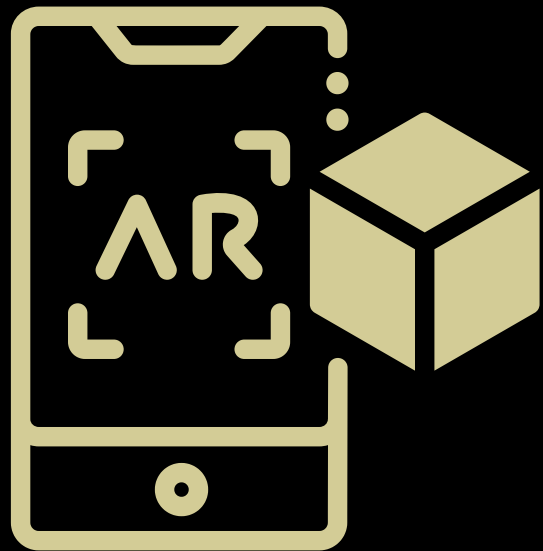
**PREPARE**



**The Moat  
Framework**

**MOAT**  
STRATEGIES

# RETHINK TOOLS



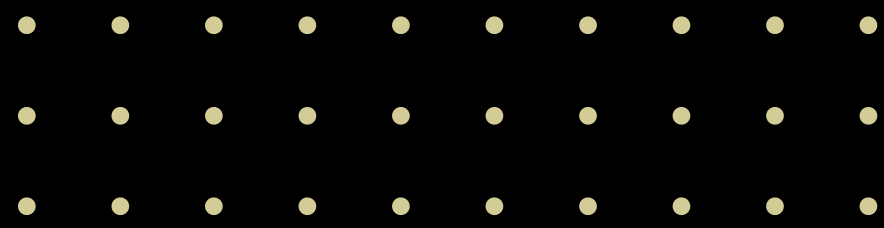
**AR/VR  
TRAINING**



**AI - SCENARIO  
CREATION**

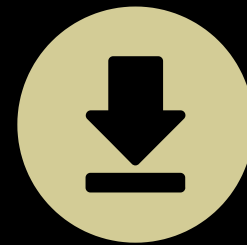


**THIRD-PARTY  
PERSPECTIVE**



# QUESTIONS?

**VISIT MOATSTRATEGIES.COM**



*\*Coming Soon\**

Download the Permacrisis Playbook



Schedule a plan assessment



Molly@MoatStrategies.com

