



ROKK SOLUTIONS: CRISIS COMMUNICATIONS STRATEGY

Public Affairs Council
April 30, 2025



BIPARTISAN INSIGHT

→
PROVEN NATIONAL
LEADERSHIP

→
INTEGRATED 360°
COMMUNICATIONS

FULL-SERVICE STRATEGIC COMMUNICATIONS & BIPARTISAN INSIGHTS, BETTER RESULTS.

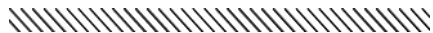
ROKK was founded by a Democrat and a Republican who understand the value of understanding the other side. That helps us create 360-degree campaigns that are laser-focused, insight-fueled and highly effective.



WHY ME?



CRISIS COMMUNICATIONS GOALS

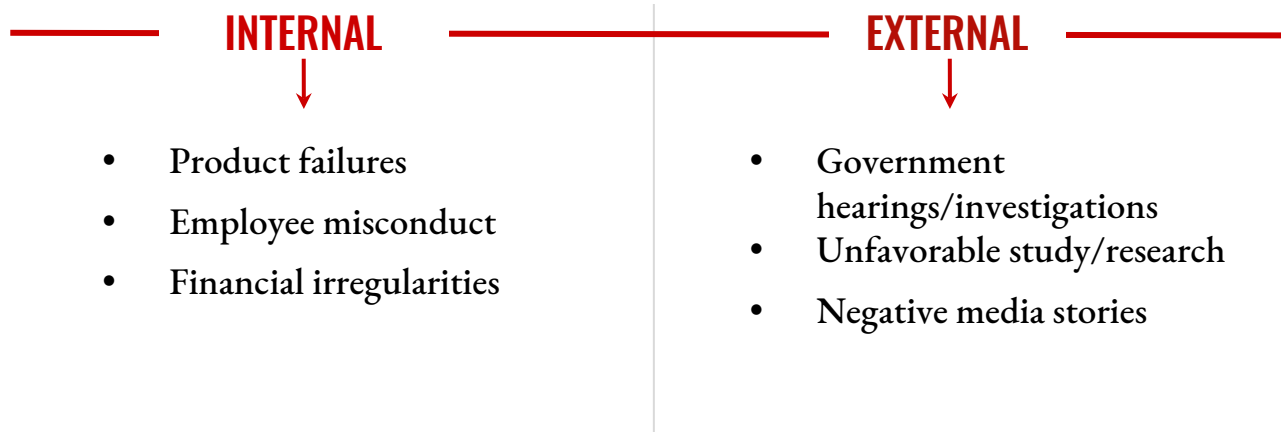


1. **Avoid a crisis**
2. **Limit duration**
3. **Limit reach and reputational impact**



CRISIS COMMUNICATIONS: SOURCES

The path forward for a crisis can be partially determined by its source



PLANNING FOR A CRISIS

The best offense is a good defense:

PLAN!



- Vulnerability audit
- Landscape analysis
- Supplemental collateral (factsheets/videos)

PREPARE!



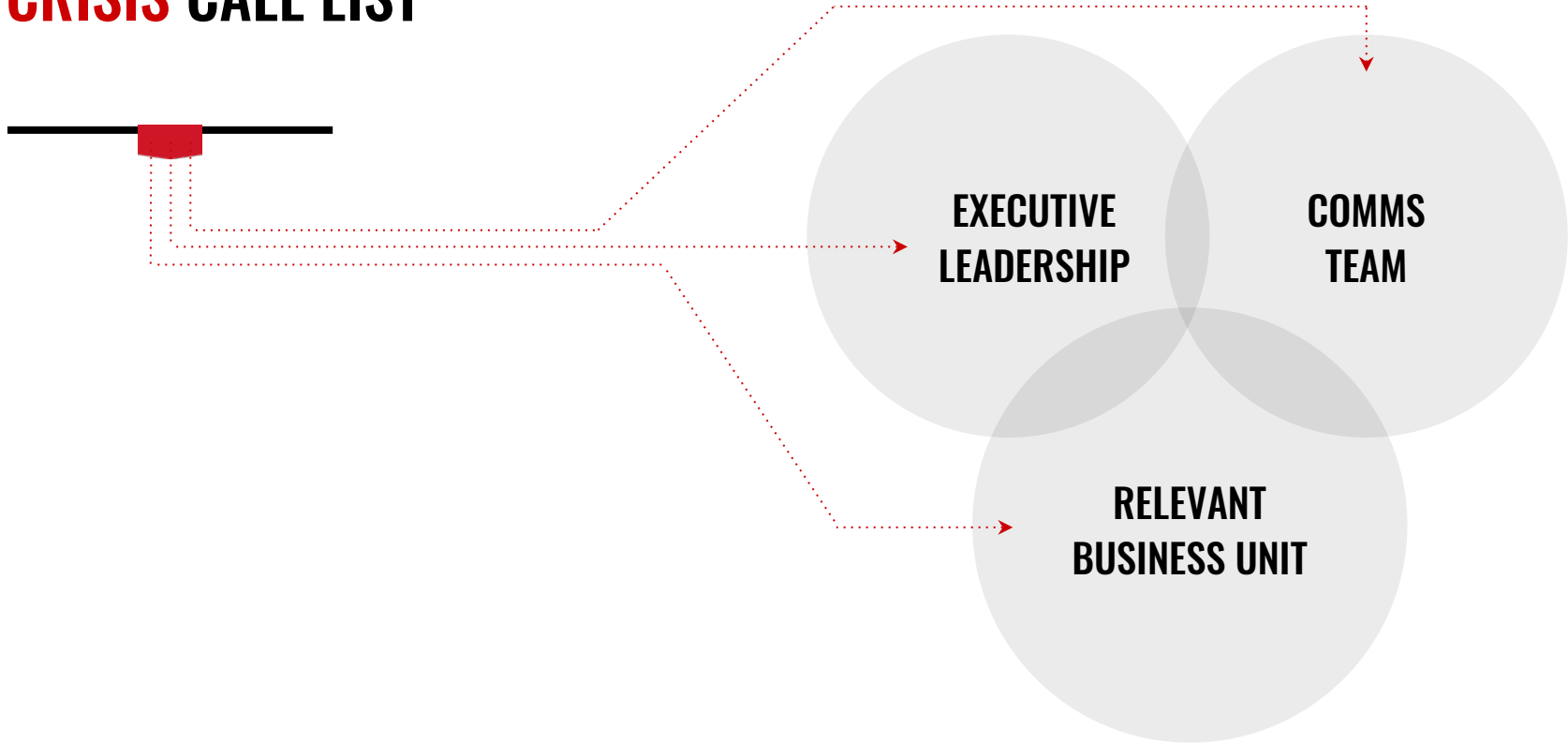
- Communications plans
- Holding statements
- Call sheet
 - Will be scenario dependent
 - Have a main point of contact

TEST!



- Media train
- Tabletop exercise

CRISIS CALL LIST



KEY RESPONSE ELEMENTS

YOUR STATEMENT SHOULD BE:

TIMELY!



- Speed is essential
- Holding statements
- Connect with friendly press ASAP

ACCURATE!



- Doesn't need all of the right stuff, but it can't have any wrong stuff
- Don't make a new mess

SUPPLEMENTED!



- Provide background materials
- Prepare for an interview
- Activate dark site



IF YOU DO AN INTERVIEW

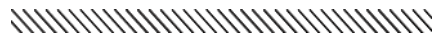


WHAT IS NEWS?

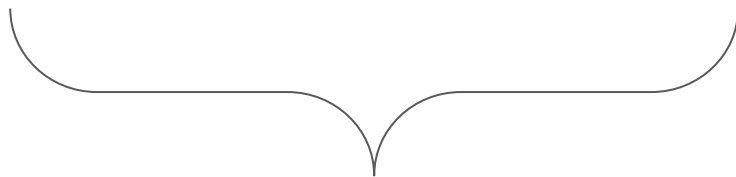


NEWS

WHAT IS NEWS?



NEWS



A person is shown from the side, sitting at a desk and working. They are holding a smartphone in their left hand and have their right hand on a laptop keyboard. The laptop screen displays a web application with various charts and data. On the desk, there is a green mug, a pair of glasses, and some papers. In the background, there is a large potted plant with green leaves and white flowers. The overall atmosphere is professional and focused.

QUESTIONS?



THANK YOU FOR
YOUR TIME.

WWW.ROKKSOLUTIONS.COM
INFO@ROKKSOLUTIONS.COM

(202) 280-2007

Feel free to reach out to John Brandt
(john@rokksolutions.com) for any
additional questions.

