



Crisis Management for Lawyers

Christian E. Liipfert,
BP America Inc.

Mary T. Flynn
Holland & Knight LLP



Overview

Reduce your stress and
increase your
effectiveness

- Understand the process
- Understand your role
- Checklists
- Communications model



Fill 'er up

- Saturday lunch time, holiday weekend
- Gas station
- 1st car
- 2nd car
- 8th car
- Tow trucks
- Phone call?



What would you do?

- Shut down pumps
- Arrange for tow trucks
- Arrange for rental cars
- 1-800 number
- Company operated?
- What else?
- What's the hardest question?

Saturday Night News



▶
SP

March 29, 2004



More News

- Sunday Morning
- Sunday Evening (early & late)
- Monday Morning (holiday)
- Monday Evening (early & Late)
- How many eyes, how many times?

Monday Night News



March 29, 2004



Legal Issues in Crisis Response

- What is a Crisis?
- Common elements
 - Inaccurate or incomplete information
 - Compressed time frame
 - Human element
 - Media interest
- Examples



Legal Issues (2)

- Plan
 - Importance
 - Components
 - Lists of names and numbers
 - Checklists
 - Key constituencies
 - Pre-prepared forms
 - Communication control



Legal Issues (3)

- Role of Legal
 - Do the legal stuff
 - Document awareness & control
 - Review messages
 - Elephants, not mice
 - Anticipate the tough questions
 - Maintain objectivity
 - Keep to the plan
 - Don't get in the way



Crisis Communications

- Define your business objectives
- Identify key constituencies
- Understand the media filter
- Develop 4-part message
 - Show concern
 - Outline responsible actions
 - Describe cooperative approach
 - Demonstrate resolve



Another crisis situation

- Monday morning rush hour
- Raining
- Beltway
- Tanker truck flips, spills
- Fire
- Shut down Beltway

News Coverage



March 29, 2004



Another crisis situation

- Media coverage
- What's your plan?
- Where is it?
- Your tanker?
- Your product?
- Driver selection process?
- Safety history?

Graphics



baltimoresun.com - Investigators complete on-scene work in probe of fatal I-95 tanker fire - Microsoft Internet Explorer provid

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Investigators complete on-scene work in probe of fatal I-95 tanker fire

Crash cause still unclear, though medical problem emerges as leading theory

BY STEPHEN KIEHL
SUN STAFF
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Federal investigators completed their on-scene work yesterday in the investigation of last week's tanker explosion on Interstate 95, returning to their offices with reams of evidence and witness statements but no clear explanation for the crash that took four lives.

Authorities have not publicly ruled out any potential cause - from driver error to mechanical failure - but officials familiar with the investigation said that medical emergency is emerging as a leading theory.

"Witness statements and erratic behavior would lead us to believe a natural event is what we want to strongly consider," said David Fowler, the state's chief medical examiner, who performed an autopsy on the tanker driver and other victims.

A witness reported seeing the tanker driver slumped over the steering

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IN DEPTH
I-95 crash

PHOTO GALLERY

Photos from the scene

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the state's chief medical examiner, who performed an autopsy on the tanker driver and other victims.

A witness reported seeing the tanker driver slumped over the steering wheel of his truck seconds before it left the road. National Transportation Safety Board investigators tested that account Saturday, shutting down a section of Interstate 895 to reconstruct the Jan. 13 crash.

The investigators pulled a four-door Pontiac up to the side of a replica tanker for a "sight distance" test to determine whether it was possible for a witness to see the tanker driver. Several investigators who took turns sitting in the driver's seat of the Pontiac declined to comment on the results of the test.

Authorities were awaiting yesterday the results of toxicology tests of a blood sample taken from the body of the tanker driver, Jackie M. Frost, 64, of Finksburg. Two witnesses told police they saw Frost's tanker moving erratically on I-895 before the crash.

Fowler said there is no definitive test to determine whether someone has suffered a heart attack. But certain conditions, such as a narrowing of the blood vessels, can suggest such a possibility.

Maryland Transportation Authority Police Chief Gary W. McLhinney said all reasonable theories are being considered. "The investigators are looking at everything," he said. "It might not be a single factor. It could be some kind of medical event combined with failure of the vehicle to perform properly."



[Photos from the scene](#)

AUDIO

[911 call after I-95 tanker accident](#)

Jan 13, 2004

[911 call after I-95 tanker accident](#)

Jan 13, 2004

VIDEO



[WMAR video report on I-95 fire](#) (Courtesy WMAR) Jan 13, 2004 (QuickTime plug-in required)

GRAPHICS



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What's your message?

- Concern
- Responsible actions
- Cooperation
- Resolve



Four Points

- Be prepared
- Understand the media process
- Anticipate the responsibility dilemma
- Minimizing liability v. protecting reputation/brand



The End

March 29, 2004