

# CRISIS COMMUNICATIONS



**Brenda Plowman**

## Pillars of a Powerful Statement

# Policies First

- ✓ Media policy
- ✓ Protocols
- ✓ Defined roles
- ✓ Media training

NCBP's process for deciding  
when to issue a statement:  
<https://tinyurl.com/NCBP-POL>



## Pillars of a Powerful Statement

# Goals

- ✓ Issue/topic
- ✓ Core message

**Example:** The **California Bar Association** released a statement after the George Floyd verdict. Their goal was to reaffirm their commitment to equality and justice while offering actionable steps for real change.

# Audience

- ✓ **Lawyers**, emphasize how the issue directly impacts the practice of law or professional ethics.
- ✓ **Public**, be clear and concise, avoid jargon and legalese.
- ✓ **Legislators**, highlight data with legal reasoning.

**Example:** When addressing judicial appointments, the **ABA** focuses heavily on legal qualifications and precedent—a strategy that directly appeals to lawmakers and legal professionals alike.

## Pillars of a Powerful Statement

# Align with your bar's values

- ✓ Reflect broader commitment
- ✓ Members & stakeholders needs
- ✓ Consistency
- ✓ Selectivity
- ✓ Silence

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## Trump's DEI order faces resistance from two major state bar associations

Bar associations in California and Massachusetts are pushing back against Trump's executive order targeting DEI programs.

Pillars of a  
Powerful  
Statement

# What is your call to action?



BAR ASSOCIATION



# Choose words wisely

- ✓ Urgent issues, adopt a motivating and impassioned tone.
- ✓ Controversies, use measured, diplomatic tone.

**Example:** The Colorado Bar Association is committed to supporting the integrity of our judicial system, grounded in impartiality and safeguarded from external influence. We affirm the public's right to engage in civil discourse regarding judicial matters, provided this discourse remains respectful and promotes the safety of all judicial officers.

# Anticipate stakeholder reactions

- ✓ Recognize dissenting opinions.
- ✓ Align with your long-term mission.
- ✓ Don't alienate marginalized groups.

*Be prepared to retract a statement if there is significant backlash.*

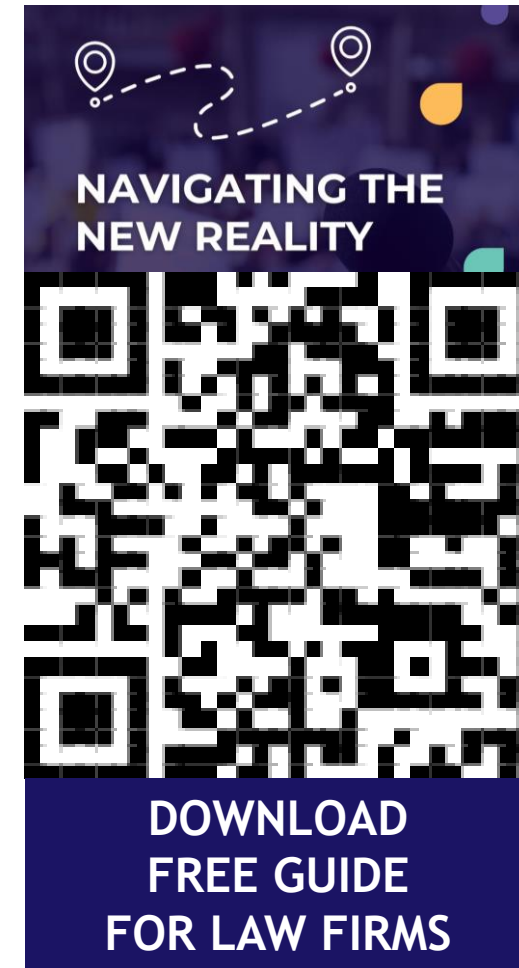
## Pillars of a Powerful Statement



# Communicate strategically

- ✓ Timing
- ✓ Priority of audiences
- ✓ Platforms
- ✓ Two-way communication

## Reflect & improve



# Words matter. Make them count.

Thank you

