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**ORGANIZATIONS URGED TO PAY ATTENTION
TO DEVELOPING, TESTING, CRISIS COMMUNICATIONS PLANS**

OLD BETHPAGE, New York, April 21, 2004—Organizations of virtually all sizes should give greater attention to developing crisis communications plans, or testing and updating existing plans, Art Samansky, president, The Samansky Group, a Long Island-based public affairs consultancy, told attendees in remarks prepared for delivery to the Business Advantage Network Council (BANC) at Milleridge Inn, Jericho, N.Y., Wednesday.

“The information being reviewed and discussed in hearings by the independent commission studying the September 11, 2001 terrorist attacks, coupled with the hurricane season which starts in June, and ever-present vulnerabilities all organizations potentially face from computer hackers and viruses, among myriad other internal and external threats, are all reminders that a plan is essential,” Mr. Samansky said.

Crisis Communications Planning Akin To Insurance

“No one expects their business to burn down, but every organization carries insurance. A crisis communications plan falls into the same category,” he said.

“If, in a crisis, from a storm to any other vulnerability, you can’t speedily and effectively communicate with your staff, customers and clients, the community, the media, shareholders, regulators, and others, you are putting your business in danger,” he said.

(more)

Too often, Mr. Samansky said, organizations, whether for-profit or not-for-profit, put aside crisis communications planning for two reasons. First, some believe “ a crisis can’t happen to them.” Second, “some think because there are so many vulnerabilities that they would spend all their time planning.”

Excuses For Not Putting A Plan Together Are Flawed

“Both excuses are flawed. A crisis can impact any organization, which even a casual look at newspapers or television news clearly shows. And, the idea of planning for nothing simply because the list is long, also puts an organization at potential jeopardy. Even a minimal plan is better than no plan,” he said.

“A good plan clearly takes time to develop. But as every businessperson knows, waiting for the down time to be available to give attention to things on the ‘to-do’ list rarely, if ever, occurs. Businesspeople simply need to make the time.”

For those who already have a crisis communications plan in place, Mr. Samansky said they should remember the acronym “T.R.U.E.” developed by The Samansky Group. “That is ‘test’ the plan regularly; ‘review’ the plan often with staff; ‘update’ the plan whenever a key person responsible for the plan leaves the organization; and ‘expand’ the plan for new and changing business and threat conditions.”

BANC Seeks To Facilitate Exchange Of Information, Business Contacts

BANC is a Long Island business-networking group which meets 10 times a year. It seeks to facilitate and promote the exchange of information and contacts to help members grow business, develop relationships, and expand sources of business solutions. For additional information about BANC, please contact Louis Cappelli at 631-342-1500, extension 20.

The Samansky Group Specializes In Selected Communications Disciplines

The Samansky Group is an Old Bethpage-based public affairs consultancy specializing in crisis communications planning, strategic communications planning, message development, media, presentations and speech training, and development of media-friendly websites. Mr. Samansky is a member of BANC. For additional information about The Samansky Group, please log on to www.samanskygroup.com.