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**COMPANIES DEALING WITH CRISIS SHOULD DEVELOP MESSAGES
USABLE IN ALL COMMUNICATIONS, SAMANSKY TELLS GROUP**

OLD BETHPAGE, New York, May 19, 2004—Companies facing a crisis should develop a limited number of focused, overarching core messages which can be used in all communications efforts, Art Samansky, president, The Samansky Group, a Long Island-based public affairs consultancy, said in remarks prepared for delivery to the Business Advantage Network Council (BANC) at Milleridge Inn, Jericho, N.Y., Wednesday.

“These core messages should be used in all communications during a crisis, including with the media, employees, clients and customers, regulators and legislators, investors, and in general advertising,” Mr. Samansky said.

Messages Must Be Truthful And Free of “Spin”

“Critical to the effort is to be certain the messages are consistent, truthful, devoid of ‘spin,’ in line with ‘industry-best-practices’, and meet the levels of acceptability of regulators,” he said.

“That also means the messages can be verified as accurate by independent third-parties, are clear and to the point, and are free of jargon and buzzwords,” Mr. Samansky said.

“The messages also must outline the actions the organization is taking to resolve the issues causing the crisis, re-establish the brand as trustworthy, and, when possible, look forward.”

These criteria are among a series of steps a company should consider as it works itself out of a crisis situation, he said. In addition, he said, these components of crisis communications “aren’t part of a menu from which an organization can choose. They form a package and should be used in tandem to be effective.”

(more)

Messages Need To Be Thoughtfully Developed

“But these messages can’t simply be thrown together at the last minute. They need to be developed thoughtfully and carefully within a prescribed deadline, a deadline often outside the control of the organization. To ensure that is achievable, it is essential to have a crisis communications plan, process, and team in place in advance of a difficult situation,” he said.

Further, organizations facing a crisis should strategically consider the venues on which they will focus to get their messages seen and heard. “Those considerations also should be part of the crisis communications plan put in place in advance of an actual crisis.”

The remarks at BANC were the second of a two-part presentation by Mr. Samansky about crisis communications planning. The first part was presented to the group April 21.

In the earlier presentation, Mr. Samansky emphasized organizations of virtually all sizes should give greater attention to developing crisis communications plans, or testing and updating existing plans.

He noted that given all the vulnerabilities organizations face, from severe weather to computer viruses and hackers, developing a crisis communications plan is akin to taking out business insurance.

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.