



THE FORUM ESTABLISHED TO FACILITATE THE EXCHANGE AND DISSEMINATION OF INFORMATION REGARDING ALL ASPECTS OF CONTINGENCY PLANNING IN BOTH THE PRIVATE AND PUBLIC SECTORS, INCLUDING BUSINESS INTERRUPTION AVOIDANCE, BUSINESS RESUMPTION PLANNING, CONTINGENCY OPERATIONS, AND DISASTER RECOVERY PLANNING.

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**MINUTES**  
**General Membership Meeting**  
**June 19, 2008      2:00 p.m.**  
**At Express Scripts**

**Attendees:**

Arnold, Richard .....Disaster Recovery Journal  
Bozada, Rick .....Enterprise Rent-A-Car  
Cannon, Mike .....Centene Corporation  
Deachan, Molly ..... Edward Jones  
Detchman, Carolyn..... The Bank of Edwardsville  
Hunt, Roger .....Concordia Publishing House  
Kriegshauser, Herman .... The Salvation Army  
Lawrence, Peggy .....First Bank  
McDonald, Pat .....Fundamentals, Inc  
McDonough, Shawnee ....Anheuser-Busch Companies  
Moynihan, Matthew ..... Fusion Risk Management, Inc.  
Paddock, Milan .....Business Continuity Planners, Inc  
Russenberger, Lara ..... Scottrade

Seals, Jon ..... Disaster Recovery Journal  
Stevenson, Katherine ..... Wachovia Securities  
Thomas, Paul ..... DRI International  
Tognarelli, Gail ..... Express Scripts  
van Zanten, Helena ..... MasterCard Worldwide  
Westrich, Eric ..... Express Scripts  
Zimmerman, Laura ..... Graybar Electric  
**GUESTS:**  
Doria, Kelly ..... Scottrade  
Rarity, Duncan ..... Fusion Risk Management, Inc.  
Smith, Leslie ..... Edward Jones  
Turner, Nikki ..... The Bank of Edwardsville  
Walz, Dan ..... Smurfit

The June 2008 General Membership Meeting of the MidAmerica Contingency Planning Forum was held on Thursday, June 19, at Express Scripts, beginning at 2:00 p.m.

Membership Director, Roger Hunt welcomed all and thanked Gail Tognarelli and Express Scripts for hosting the meeting. He encouraged members to contact any of the Board members with suggestions for future meeting topics, meeting sites, or any concerns/comments regarding the Forum. Introductions by all in attendance followed.

**A. *Previous Meeting Minutes***

The meeting minutes for the May General Membership Meeting are available on-line.

**B. *Program Updates***

The following upcoming meeting dates were discussed:

**July 17** – Business Continuity Awareness; @ St. Louis County Police EOC

**August 21** – The Legal Effect of Statutes, Regulations, and NFPA 1600

**September 18** – St. Louis Regional Disaster Preparedness

\*\*\*\*\* Offers to assist with future meeting sites and speakers should be directed to \*\*\*\*\*  
\*\*\*\*\* Carolyn Gonzalez: [carolyn\\_gonzalez@mastercard.com](mailto:carolyn_gonzalez@mastercard.com) (636-722-7725) \*\*\*\*\*

**C. *Treasurer's Report***

The Treasurer's Report was given by Helena van Zanten.



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**D. Membership Report**

The membership report was given by Roger Hunt. Membership fees for 2008 are due, along with a completed application. Payments and applications can be given to any of the Board members at our meetings or mailed. Those members not in good standing as of the end of this month, June 30, 2008, will be dropped from the distribution list.

**E. Upcoming Activities**

Upcoming activities that may be of interest to MCPF members include:

- July 17 – Disaster Preparedness Summit in Houston, TX – <http://www.nationaldisastersummit.org/>
- Sept. 14 – 17, DRJ Fall World 2008, San Diego, CA – [http://www.drj.com/index.php?option=com\\_content&task-view&id=2072&Itemid=597](http://www.drj.com/index.php?option=com_content&task-view&id=2072&Itemid=597)
- DRJ Webinars – <http://www.drj.com/special/webinars/>
- Missouri SEMA Training Schedule – <http://training.dps.mo.gov/sematraining.nsf/TrainingSchedule?OpenForm>

**F. New Business / Announcements / Miscellaneous**

None discussed.

**G. Featured Topic**

Today's session focused on the presentation by Steve Littlejohn, Vice President, Public Affairs, Express Scripts, Inc. "Mediating the News Media." Highlights from the presentation include (the full presentation provides additional information):

- Media Outlets
  - ✓ News media sources are done by fewer and fewer people, who fill multiple roles and are stressed
  - ✓ Recommendation: Be helpful, give them a space. It helps to have them happy and on your side
- Types of Interviews
- When a Reporter Calls
  - ✓ Get number to call back
  - ✓ Say Public Relations (or designated area within your company) will call back
  - ✓ Don't feel pressured to answer questions, inform them that the best way for you to help them is to have Public Relations call them back – do not say: "Our corporate policy says I cannot speak with you"
  - ✓ Obtain their deadline for the story – this will advise Public Relations and let them know the timeframe for returning the call.
- Preparation Begins with Knowing Your Audience
  - ✓ As you answer questions, be aware how your words affect all audiences within hearing (360° awareness)
  - ✓ This is a professional conversation, not a discussion to make the reporter happy
  - ✓ Know where the interview will pop-up (i.e., what section of the paper, time of day on the radio or TV, etc.)
- Get the Message Across
  - ✓ Get the facts and then frame them as you want them delivered
  - ✓ Respond as quickly as possible



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- Be Message Driven
  - ✓ The longer the message the less of it will appear in the publication of the interview
- Interview Tips
  - ✓ Ask for questions, answer the questions then STOP. Leave it to the reporter to ask the next questions.
  - ✓ Don't be too cute or play games with the reporter, it could be misinterpreted and your message be lost.
  - ✓ Avoid technical or industry jargon, explain the situation as to your neighbor
  - ✓ NEVER go off record
  - ✓ Keep messages tight and clear, metaphors and colorful language could be misinterpreted and appear in the headlines
  - ✓ Keep the message very, very boring
- Interview Tips - Body Language
  - ✓ Be relaxed but maintain a professional conversation
  - ✓ Do not be too familiar
  - ✓ Stand up even during telephone interviews
- "Block and Bridge"
  - ✓ Instead of answering questions directly that do not get your message across or can put you and your organization in a less than favorable light, bridge over to what you want to say
- Bridge Techniques
- Common Bridges
- Proof Points (specific on-liners that a reporter wouldn't/couldn't know: facts, statistics, examples, etc.)
- Reporter Traps – Hypothesizer
  - ✓ Never answer a hypothetical or forecast question. Instead say, "I don't answer hypothetical questions. What I can say is..." And then bridge to the message you want conveyed.
  - ✓ Think of your role as one on the stage of the crisis. Your role is to know the facts at that point in time and you cannot speak for anyone else or on things in the future.
  - ✓ Remember, reporters want more than you want to give them and will try to get you to talk off your role
- Reporter Traps – Falsifier
  - ✓ The reporter states inaccurate or negative information.
  - ✓ Do not repeat the false or negative question. Say it's incorrect and then bridge to the key message you want to get across.
- Reporter Traps – The Agreeer
  - ✓ The reporter states [fill in the blank] is true. Wouldn't you agree?
  - ✓ Do not agree or disagree, bridge to the key message you want to get across
- Reporter Traps – Phantom
  - ✓ The reporter does not give a source but states "Someone said..."
  - ✓ You cannot answer a blind charge, do not repeat a blind charge or question. Just bridge to your key message.
- Reporter Traps – Personalizer
  - ✓ The reporter asks for personal opinion of the issue and to try to get you off your role in this Crisis play
  - ✓ Although the instincts is to speak for yourself and the company, this is not about you – bridge to the key message.
- Reporter Traps – Machine Gun
  - ✓ The reporter(s) throws out multi-part questions
  - ✓ Do not try to keep track of all of the questions. Pick the part you want to answer and then bridge to the key message



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- When Should You Remain Silent?
  - ✓ You don't know the answer
  - ✓ The question is for a role you don't play, don't twist roles with someone else; don't let the reporter twist you into a role you don't play
- Prepare Executives
  - ✓ Some executives naturally speak well with the media. These executives should be the spokespersons
  - ✓ Give the executives some media training
  - ✓ Advise them where the reporter is and as much background on the reporter as possible
  - ✓ Be a coach in the room when they speak or respond to questions during a telephone interview.
- Key Message Tips
  - ✓ Reporters work to get: who, what, when, where, how, and why. Know this and prepare accurate, ethical, and concise messages for questions
  - ✓ You have about 2 ½ to 3 lines of press that may be quoted directly or in its entirety; anything more than that will be lost
  - ✓ Your goal is to get your message across

Following the conclusion of the presentation, the attendance drawing was held. The winners include:

- 1) Paul Thomas
- 2) Shawnee McDonough
- 3) Pat McDonald

\*\*\* CONGRATULATIONS, Members!!! \*\*\*

The next meeting of the MCPF General Membership is scheduled for **Thursday, July 17**. Announcement will be distributed in early July

There being no further items for discussion, the meeting concluded at approximately 3:20 pm.

Recorded by:

**Kathy Stevenson**  
MCPF Membership Communication Director  
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