



GOODEN GROUP

ABOUT US

Founded in 1985, the Gooden Group has evolved into a medium-sized public relations firm with a select client roster anchored by several significant, Fortune 500 companies. Gooden Group is headquartered in Oklahoma City, Oklahoma with employees and consulting partners also located in Dallas/Ft. Worth, San Francisco, and Kansas City. Gooden Group has a strong relationship with clients, spanning a wide breadth of industries.

GOODEN GROUP & BLUEKNIGHT ENERGY: 10 YEARS STRONG



BLUEKNIGHT
ENERGY PARTNERS

We provide crisis communications and issues management to Blueknight in addition to public, media and community relations services and general business consultation.

THE GOODEN GROUP TEAM



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WHAT IS A CRISIS?

“A disruption in the company's business that occurs without warning and is likely to generate news coverage.” -Institute of Crisis Management

Determine what constitutes a crisis – anything that could adversely affect Blueknight’s reputation, financial stability, or the health and safety of employees and communities.

Types of Crisis: natural (earthquake), technology (data breach), confrontational (workplace violence), operational (trucking incident, fire).

IF A CRISIS HAPPENS

- Deal with the problem causing the crisis, act immediately
- Assist the victims and those directly affected
- Assess the threat to the brand and business, importance to the organization
- Determine ability to influence the outcome
- Collect the needed insights and information to formulate a public relations action plan

ASSESSING THE SITUATION

The team will consider the following framework when assessing the impact and severity of a crisis situation:

- Identify the crisis in terms of the triggering event – the cause, if known. Remember, only an investigation can yield a confirmed cause.
- Develop timeline of events
- What is known for certain about the situation? Who knows it?
- What do we expect to happen next?
- Prepare for the worst possible outcome of the crisis
- Define the risk for each audience or public
- Who might be blamed for this crisis? Note: do not blame contractors/vendors publicly without an investigation.
- Is there potential public/media interest?
- What can be communicated in light of confidentiality, privacy, or other reasons?
- What can we do to demonstrate responsible management action now?

CRISIS COMMUNICATION REMINDERS

DO:

- Prepare in advance
- Sort fact from suspicion
- Who, what, when, where, why & how
- Take control
- Tell the truth

DON'T:

- Lie, speculate or guess
- Be defensive
- Relinquish control
- Keep talking after you are out of facts
- Go on camera without specific instruction

