



Co-sponsored with
Oregon Bankers Association

Bank PR & Crisis Communications

Webinar Series

May 7 **Inside the Newsroom** May 14 **Inside the Tornado**



This webinar series is intended for banking industry professionals with five years or less experience in communications.

May 7 | 11:00 AM PDT / 2:00 PM EDT

Inside the Newsroom: What Journalists Seek From PR Pros in the Banking Industry

How to get your banking story pitch to stand out

In this one-hour, interactive webinar, banking industry media relations veteran and former reporter/editor Tom Unger will discuss:

- Identifying your target audience
- 10 characteristics of a news editor & reporter
- How a journalist defines “news”
- Four questions every editor asks when receiving a pitch
- Identifying the target news media’s needs
- Examples of a strong pitch package
- When your bank should *not* send out a news announcement

May 14 | 11:00 AM PDT / 2:00 PM EDT

Inside the Tornado: How to Prepare Now – and Survive – Your Bank’s Next Crisis

Elements you’ll need to create a crisis plan

In this one-hour, interactive webinar, crisis communications veterans and former news reporters Tom Unger and Dave Thompson will discuss:

- The potential crises your bank faces today
- Two banking crisis case studies
- The elements to a strong crisis plan
- Assembling your crisis preparation team
- Reviewing/practicing your crisis plan
- 10 cardinal rules for surviving a crisis

Attendees will learn the steps they need to take to prepare their own crisis plan once they return to work.

Your Presenters



Tom Unger, ABC, APR, Fellow PRSA is an award-winning communicator. He has more than 50 years of experience working as a reporter and editor in the news media and in corporate communications for some of the largest financial institutions and

healthcare organizations in the nation. The financial services industry crises he handled include the Wells Fargo-First Interstate merger, 9/11, and the Wells Fargo sales scandal. Based in Vancouver, Wash., Tom frequently shares his media insights with audiences throughout the Pacific Northwest and beyond. He has contributed articles to guidebooks on crisis management and media training, published by PR News Press. His past freelance news writing clients include the Oregon Bankers Association. More information about Tom is posted at NewsWritingPro.com.



Dave Thompson, APR, Fellow PRSA spent 20 years as a television news reporter, producer, and anchor. He then worked for 26 years as a public relations executive, spokesperson, and consultant for a variety of companies and industries, including director of

Corporate Communications for a pre-IPO angel-invested startup, and manager of the spokespersons for the Oregon Department of Transportation. Based in Portland, Ore., Dave focuses on crisis preparation and response, strategic planning, and media training. He has presented his crisis planning seminars to national and international audiences. He co-taught FEMA’s Basic Public Information Officer course to about 1,000 government spokespeople. Dave has provided media training to Oregon’s state executive leadership program since 2010.