



Crisis Management ETHICS AND LEADERSHIP

The School for Ethics and Global Leadership

YOUR CHALLENGE: To prepare and deliver a short briefing on a mock crisis and to answer questions on the issue from a former White House press secretary. Your group will be assigned one of three hypothetical crises based on this week's current events. Using your knowledge of past Ethics and Leadership case studies, you and your group will attempt to craft a clear and effective statement that conveys the Trump Administration's response. Your group will then choose a representative to act as a press secretary, reading the statement and fielding questions posed by Mike McCurry.

FORMAT: Your group's statement should last no more than 45 seconds. After the conclusion of your statement, Mr. McCurry will have 8-10 minutes to question your press secretary about the issue.

SCENARIOS: Each of the three scenarios involves a mock crisis emerging from actual current events. Effective preparation will involve familiarizing yourselves with the topic and the relevant ethical and strategic questions involved. Your scenario brief will provide you with basic information about your issue, but you will need to draw upon your real-world knowledge of the issue to fully prepare. Begin with the information provided and see what else you might be able to find. Mr. McCurry will be provided with a copy of each scenario in advance – you may assume he knows what you know, and perhaps more. Remember that being caught off-guard at the podium is one of the hazards of being a press secretary; be sure to prepare for this eventuality, because it *will* happen.

MIKE McCURRY'S FIVE C'S OF EFFECTIVE COMMUNICATION:

1. Credibility
2. Candor
3. Clarity
4. Compassion
5. Commitment

You should assume that your press secretary will take the podium on Friday, October 12th to address the day's news. In the briefs you will find, the real-life information about each crisis is written in normal type; the "mock" part of each scenario is written in **bold**.

Good luck!

Groups:

- 1: Marie, Rocco, Eunsoo, Adam (**Scenario 1**)
- 2: Ben, Bradley, Alex, Lillian (**Scenario 1**)
- 3: Nejat, Annie, Cameron M, Cece (**Scenario 2**)
- 4: Sarah, Ella, Cameron J, Palmer (**Scenario 2**)
- 5: Chloe, Vikram, Lana, Ethan (**Scenario 3**)
- 6: Tamiya, Mike, Adrian, Valeria (**Scenario 3**)



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SCENARIO ONE: North Korea | President Trump and North Korean leader Kim Jong-un have exchanged heated messages over the course of the last few months. In response to President Trump's UN speech, Kim Jong-un released an official government statement in which he called Trump "a frightened dog" and a "gangster fond of playing with fire." President Trump did not wait long to take to twitter to call the North Korean leader "a madman who doesn't mind starving or killing his people" and that Kim Jong-un "will be tested like never before." The two have gone as far as to name call each other, the American labeled as a "dotard" and the North Korean as a "rocket man."

FRIDAY: CNN, Fox News, MSNBC, and other leading networks are reporting the President was given a highly classified briefing earlier this year in "the tank" at the Pentagon in which one slide reportedly showed the relative size of the US and Russian nuclear arsenals. The President allegedly said that he wanted a nuclear force "ten times" the size of what it is now. Commentators are speculating as to the validity of this statement and how this may affect the increasingly heated exchanges between President Trump and North Korean leader Kim Jong-un. Senator Bob Corker has stated that President Trump's exchanges with Kim Jong-un, including his pledge for "fire and fury," are leading the United States on a path to World War III. Others are questioning President Trump's commitment to nuclear arms limitations and treaties signed by previous presidents as he works to undo the previous administrations Iran Nuclear deal.

YOU are Trump's Press Secretary preparing for a press briefing at the White House at 0930 EST. You are certain this will be a major topic of conversation. Using the information above and what you know about the issue, you must A) craft a brief (no more than 45 seconds) statement on the issue and B) navigate questions posed by the press.



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SCENARIO TWO: NFL | During the 2016 season, San Francisco 49ers quarterback, Colin Kaepernick, began taking a knee during the playing of the national anthem before games. In late September, President Trump posted a series of tweets about players disrespecting the flag and that teams should fire players taking a knee. In response, Shad Khan, coach for the Jacksonville Jaguars, took to the field with his players to lock arms during the anthem and support a dozen player's choice to take a knee. The Pittsburgh Steelers, Seattle Seahawks, and Tennessee Titans decided to remain in the locker rooms until after the anthem. On October 8th, Vice President Trump left an Indiana Colts-San Francisco 49ers game after players took a knee. He followed up with a tweet stating that: "I left today's Colts game because @POTUS and I will not dignify any event that disrespects our soldiers, our Flag, or our National Anthem." President Trump applauded Vice President Pence's decision to leave the stadium.

FRIDAY On Friday morning, *MSNBC* reported a breaking story that Vice President Pence's trip to the Indiana Colts-San Francisco 49ers game cost taxpayers an estimated \$200,000. The story further brought to light concerns that the early exit from the game was preplanned as several journalists traveling with the Vice President were told to expect an early departure and not to leave their vans. President Trump tweeted early this morning declaring the media to be "enemies of the people," and that the FCC should revoke the licenses of networks perpetuating "fake" news.

YOU are Trump's Press Secretary preparing for a press briefing at the White House at 0930 EST. You are certain that the *MSNBC* story will be a major topic of conversation. Using the information above and what you know about the issue, you must A) craft a brief (no more than 45 seconds) statement on the issue and B) navigate questions posed by the press.



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SCENARIO 3: Hurricanes, Wildfires, and Evangelicals | On August 25th, Hurricane Harvey made landfall as a category 4 hurricane and caused massive flooding and structural damage. Less than a month later on September 20th, Hurricane Maria slammed into Puerto Rico and decimated the island's infrastructure, already weakened from Hurricane Irma two weeks earlier. Weeks after Hurricane Maria, much of the island's population remains without power, access to drinkable water, and cell phone service. President Trump tweeted that "electrical and all infrastructure was disaster before hurricanes" and that "we cannot keep FEMA...in P.R. forever." After Hurricane Irma struck Florida, the President tweeted "just like TX, we are w/you today, we are w/you tomorrow, & we will be w/you EVERY SINGLE DAY AFTER, to RESTORE, RECOVER, & REBUILD." Across the country in Northern California, numerous wildfires have broken out. Reports have indicated a struggle to contain even a small percentage of the fires as strong winds propel the flames forward. The fires have spread across 191,000 acres of the state. More than 20,000 people have been evacuated while 8,000 firefighters attempt to control the fires. At least 23 people have been reported killed with more missing. As the fire spreads, electricity and cell service have become spotty.

FRIDAY: Some evangelical leaders have suggested that these natural disasters are a result of God punishing America for its godless culture and hedonism. During the 2016 election, 80% of evangelical voters supported then-candidate Trump. Commentators are speculating as to how the President will respond to these leaders' suggestions and are further questioning whether the President will pull FEMA out of Puerto Rico. While the President has yet to respond, he does have an upcoming rally in Tennessee and many are waiting to hear how he will respond to the heavily evangelical base in the state.

YOU are Trump's Press Secretary preparing for a press briefing at the White House at 0930 EST. You are certain that the press will have many questions about disaster relief efforts and the evangelicals. Using the information above and what you know about the issue, you must A) craft a brief (no more than 45 seconds) statement on the issue and B) navigate questions posed by the press.