

CRISIS COMMUNICATIONS COUNSEL

In the Balkans, Honduras and Vail, Colorado

Senior executives of Global Communicators are recognized for their exceptional crisis communications expertise, in the United States and abroad.

In the Balkans wars of aggression...



In 1991, the **Republic of Croatia** used their counsel to help obtain diplomatic recognition for an independent Republic of Croatia, then under attack by Serbian armed forces as former Yugoslavia began to unravel.

For 12 months, a team of five professionals worked tirelessly to help awaken U.S. policy makers and the American public to the crimes against humanity unleashed by the Milosevic regime in the Balkans.

In May 1992, the war of Serbian aggression moved southward into the **Republic of Bosnia-Herzegovina**. Sarajevo, site of the 1984 Winter Olympic Games, was under attack. The Foreign Minister of Bosnia retained the executives to increase the flow of information to world leaders about the atrocities being committed against the Bosnia people.



The crisis team handled media relations in the United States and Europe as the calamity ensued, providing strategic advice and counsel

at emergency international conferences on Bosnia in Helsinki, Istanbul, London and New York. As members of the official Bosnia delegation to the United Nations, the team drafted statements, speeches and resolutions.

The executive organized a quick-response system for disseminating breaking news and views of the Bosnia leadership to Member of Congress, the Bush Administration, key international journalists, human rights organizations, foreign policy associations, and the American public.



By October 1992, repression directed at the 92-percent Albanian majority in the **Republic of Kosova** had become intolerable. The Prime Minister retained the team to advise and counsel him on communicating with American and international leaders.

Working closely with the President, Prime Minister and Albanian-American community, the executives launched an aggressive public awareness campaign that led to the March 1999 NATO air war against the Milosevic regime.



In the Honduras "Banana Wars"...

In 1990, Independent banana growers in Honduras were forced to sell their produce to Chiquita, the giant U.S. fruit importer, at prices based on unfair and exceptionally low terms. Fyffes, the Anglo-Irish banana importer, offered the growers a better deal. This became a genuine David and Goliath story.



Executives who head Global Communicators were retained to help tell the Fyffes story. What was to be a straight-forward communications campaign became a crisis early in the assignment.

With a television crew in tow, we headed to Honduras to produce a video news release about the banana controversy for distribution in the United States. We also arranged for a Wall Street Journal reporter to visit Honduras to see the situation for himself.

Upon arrival, we found ourselves in the middle of a "banana war!" A train carrying Fyffes bananas was derailed enroute to the docks. Armed thugs prevented the loading of Fyffes' banana ships. Chiquita controlled the courts and police.

Escaping the country with videotapes of the war, we returned to the United States and produced the VNR that was carried across the country. The Wall Street Journal front-page article documented the injustice. Soon after, Chiquita agreed to negotiate the supply allocation with Fyffes.

The Wall Street Journal described Chiquita's behavior as "a public relations disaster."

On the Ski Slopes of Vail, Colorado...



Senior executives of Global Communicators were retained by the 1989 World Alpine Ski Championships at Vail and Beaver Creek, Colorado, for media advice and counsel.

Jim Harff's team was on-site for three weeks of media relations activities to generate favorable publicity about the Vail Resort. With 1,700 print and electronic journalists covering the event, Harff's team identified media opportunities for celebrities attending the races including President Gerald Ford, Arnold Schwarzenegger, Margo Kidder, Brien Boytono, and other entertainment and sports stars.

Crises Intervene in Races



When a Spanish prince, a member of the FIS, was killed on the slopes of Beaver Creek after colliding with a lowered guy wire on the opening day of the World Championship, Harff and his team shifted into

a crisis communications mode for the next 36 hours.

A few days later, two feet of overnight snow brought the races to a standstill once again, and the team handled the media crisis for a second time.

The World Championships generated more than \$300 million worth of free publicity in the United States and internationally.

