



IVY COHEN  
CORPORATE  
COMMUNICATIONS  
*Facts to Paint a Picture™*

## **Crisis Communications Training: A Model CEO Response**

### **Southwest Airlines Fined by FAA for Safety Violations *CEO Gary Kelly on CNN's American Morning***

#### **Questions for discussion when viewing the taped interview**

- What was Southwest Airlines charged with by the FAA (**Federal Aviation Administration**) and by CNN's John Roberts?
- What did Southwest Airlines' CEO Gary Kelly set out to accomplish?
- How did he handle follow up questions that implied his company did something wrong?
- What was his approach to defending his company's actions?
- Did he take any responsibility for any mistakes?
- What commitments did he make to the public and Southwest customers?
- What proof points did he offer to support his claims of safe operations?
- How did he help the public and Southwest consumers retain confidence in the company , its services and his leadership?
- What are the pros and cons to Southwest for having Mr. Kelly take this interview?