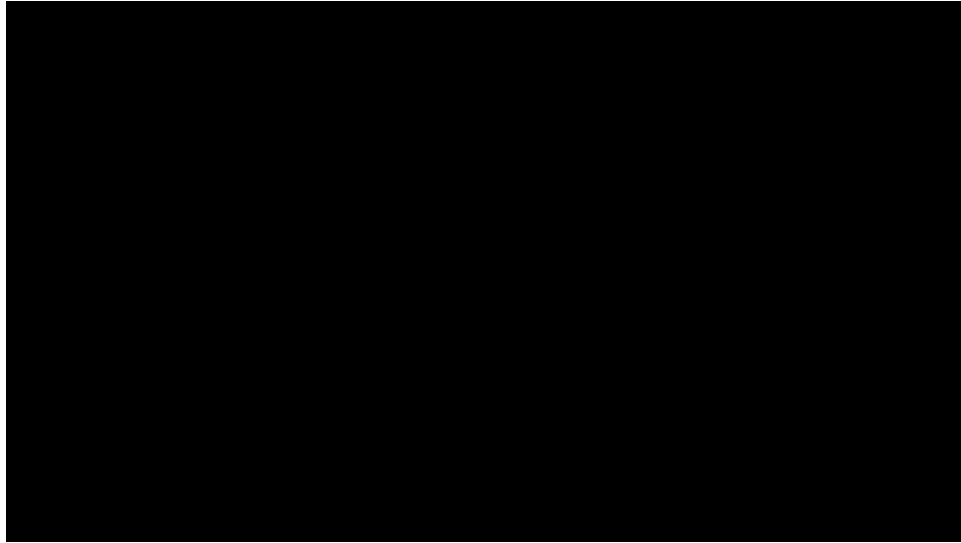


JAA Conference 2016

# RESPONDING TO CRISIS: JAMES FOLEY

# Jim: The James Foley Story



## Be ready; be patient

- Know when it's your story to tell
- State Department confirmation
- Foley family statement

# Know your assets, use your assets

- Marquette Magazine story
- Online news center “hub”
- Create, update, archive

# React — don't overreact

- Decorum in appropriate responses
- Media at memorial Mass
- James Foley Scholarship

# Follow up appropriately

- Be mindful of anniversaries
- Shift the tone measuredly
- Remember why you're doing this

In remembrance: James Foley  
*Oct. 18, 1973 – Aug. 19, 2014*





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**BE THE DIFFERENCE.**