



T&T Salvage, LLC

Yuri Gramajo - Regional Manager



Management of communication in crisis situations.

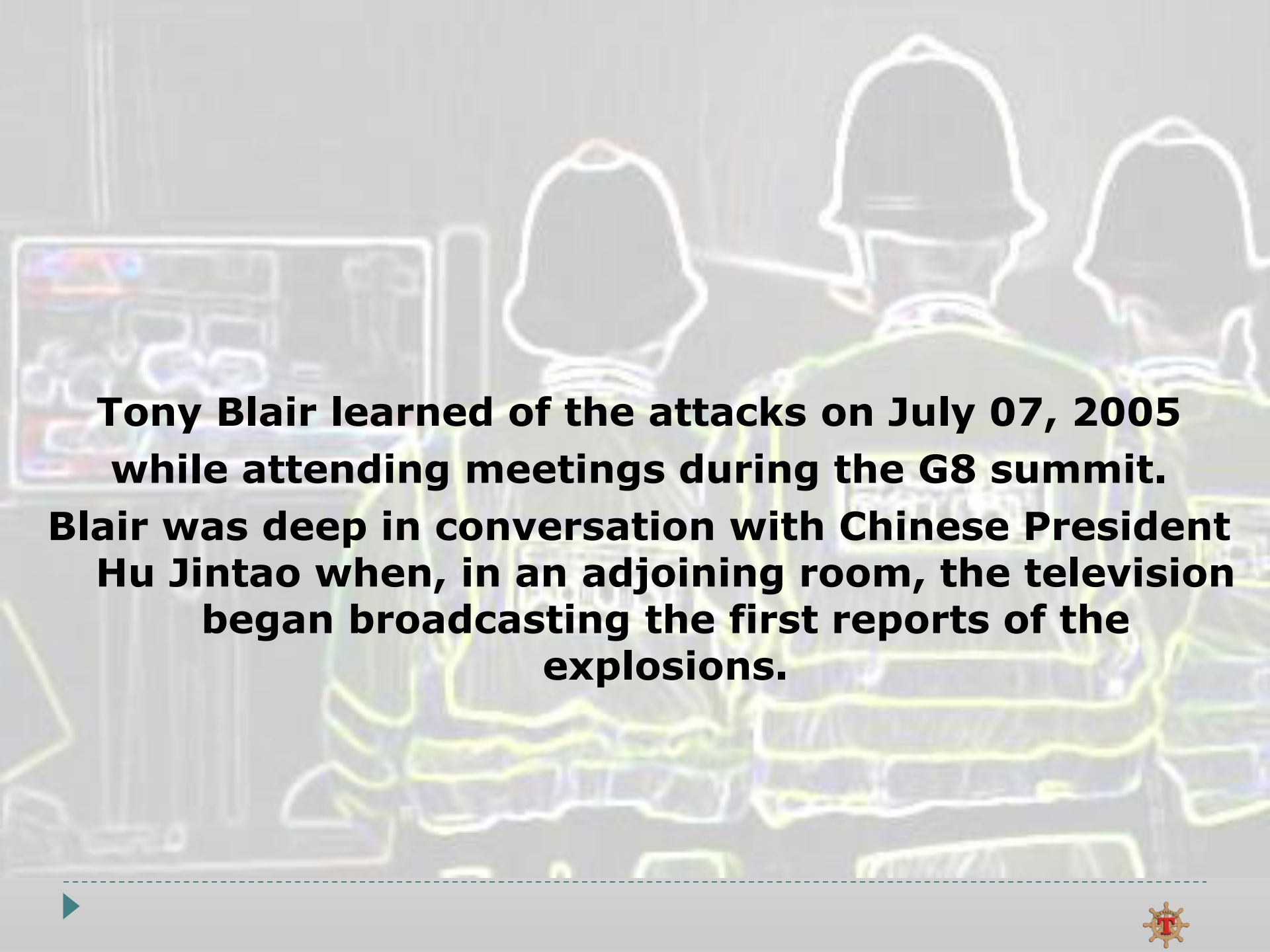


Prof. Yuri Gramajo.
Regional Manager T&T Salvaje.

**How do the authorities often find out
about major events?**







Tony Blair learned of the attacks on July 07, 2005 while attending meetings during the G8 summit. Blair was deep in conversation with Chinese President Hu Jintao when, in an adjoining room, the television began broadcasting the first reports of the explosions.



One of the terrorist's objectives is
to “**amplify**” the public impact
of the action carried out.

Governments must “**reduce**” this impact.

The Press is a very useful instrument
for both objectives.





In Madrid, the recovery of bodies was a 'public' affair, and the footage was broadcast ad nauseam. In London, emergency services put up sheets to shield the scene from 'prying eyes' while the bodies were being recovered. (Fotos: AP)





During the Madrid attacks, photographers captured the raw reality, and dramatic images of blood-covered wounded victims were transmitted to the media.

In London, the media avoided broadcasting images showing blood or mutilated bodies. Sergio Gil became the face of the Madrid attacks, while Davinia became the face of the London attacks..
(Fotos: EFE/AP).





Spain
saw a surprising shift
in voter preferences.



Great Britain
saw a strengthening of the
Prime Minister's public
image..



Is terrorism a new phenomenon?



Beirut 1983:	241 muertos
Air India 1985:	325 muertos
Bombay 1993:	300 muertos
Buenos Aires 1994:	83 muertos
Vuelo 103 Pan Am 1998:	270 muertos
Kenia y Tanzania 1998:	231 muertos
NY 11/09/2001:	Casi 3.000 muertos
Bali 2002:	197 muertos
Madrid 2004:	191 muertos
Londres 2005:	56 muertos



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“If NYT hasn't published it,
it's simply because...
it hasn't happened.”

