

RISK ASSESMENT, MITIGATION & MANAGEMENT

Risk Matrix

| | | Consequence | | | | | |
|------------|---|--|---------------|------------------|-----------------|-----------------|---------------|
| | | How severe could the outcomes be if the risk event occurred? → | | | | | |
| | | 1 Insignificant | 2 Minor | 3 Significant | 4 Major | 5 Severe | |
| Likelihood | ↑ What's the chance the of the risk occurring? | 5 Almost Certain | 5 Medium | 10 High | 15 Very high | 20 Extreme | 25 Extreme |
| | 4 Likely | 4 Medium | 8 Medium | 12 High | 16 Very high | 20 Extreme | |
| | 3 Moderate | 3 Low | 6 Medium | 9 Medium | 12 High | 15 Very high | |
| | 2 Unlikely | 2 Very low | 4 Low | 6 Medium | 8 Medium | 10 High | |
| | 1 Rare | 1 Very low | 2 Very low | 3 Low | 4 Medium | 5 Medium | |

Source: <http://www.nma.gov.au/>

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- A green risk, between 1-5 ratings, could be a low take-up of stories by outlets, resulting in low return on investment and value for money;
 - A yellow risk, between 6-11 ratings, could be the lack of brand control through not being able to control the content and comments on the article; and
 - A red risk, between 12-25 ratings, could be a media crisis where the intended message is not communicated correctly or misinterpreted.

Risk Mitigation

1. How could someone misinterpret this/our message?
2. What is the worst possible outcome or scenario that could come of this?
3. What can I do to minimize or reverse this and return to status quo?
4. How should you deal with it?
5. Who will be spokesperson?
6. Who are the stakeholders?

Reputation Management

- Sending cease and desist letters (if untrue);
- *DMCA (Digital Millennium Copyright Act)* take down notices;
- *Google* Removals Policy;
- Search Engine Optimization influenced by creation by niche sites and other positive press;
- *Archive.org* deletion; and
- *Wikipedia* page management.