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## One Quick Question

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**Q: How should operators respond to reports of unsanitary premises or food-related illnesses?**

**A:** One of the challenges is coping with the role technology plays in crisis management. Everything is on YouTube. And it's harder to respond because technology has a interest in perpetuating the crisis. Even if you clean your restaurant, it's still on YouTube.

The best option is to respond within that technology ... saturate media with [your] alternative narrative. Show how your restaurant keeps things hygienic.

[You also can work] to knock it out of the news as quickly as possible: Don't do news conferences or issue press releases, etc., that keep it in the news. The technology age is fickle- today the focus may be rats, tomorrow it will be Anna Nicole Smith.

Or use technology to communicate the solutions, but only for week, not a month. There is a danger in over-communicating.