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Crisis Communication Lessons From Jen Psaki's Successful Tenure As White House Press Secretary

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I cover crisis-related news, issues and topics.

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Peter Schwartz, Jibe Consultants

Messaging

[Peter Schwartz](#) is an international business consultant with 30 years of experience in marketing, business development, recruiting and crisis communications.

He noted that “As part of the first-ever all-female communications team for the Biden White House, she made sure to structure her answers in a way that would appeal to progressive supporters as well as [the] middle of the road voters. Some have criticized her lack of effort attracting the support of conservative voters, although there was very little chance of that, to begin with.”

“There are lessons to learn since, in some ways, Psaki represented a return to the more traditional role of a press secretary. And she showed it could be effective. Psaki's answers were usually long and more detailed than other recent spokespersons,” Schwartz said

“She made a point of not ignoring antagonistic media outlets, like Fox. And she conducted herself in a matter-of-fact, restrained, manner. All of these characteristics can be real assets in crisis communications,” he concluded.