LUR
LIGHT UP RACING

CRISIS COMMUNICATIONS PLANNING

CHALLENGING QUESTIONS PREP

Because the hardest questions are the ones that matter most.

Purpose:

- To help you respond to difficult questions:
- With clarity, not panic
- With honesty, not spin
- With strategy, not defensiveness

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PART 1: COMMON TOUGH QUESTIONS (AND WHAT THEY'RE REALLY ASKING)

Question	Underlying Emotion	What to Acknowledge
How many horses die each year?	Grief / Anger	It's devastating - and yes ,it still happens too often for us to be comfortable with.
Don't they just go to slaughter after racing?	Betrayal / Mistrust	That used to be far too common - and it's exactly what's changing.
Why are you still using whips?	Outrage / Confusion	People want reassurance that horses are being treated with care - and rightly so.
Isn't it just about money?	Cynicism / Disgust	Many people assume that, and it's a fair question.
Why should we trust anything you say?	Mistrust / Disconnection	We get it - blind trust isn't earned. That's why we're being transparent.

PART 2: ANSWER STRUCTURE — THE LEAP METHOD

Use this to structure calm, confident responses:

L

Listen / Label
Acknowledge what's behind the question
" I can hear how strongly people feel about this..."

E

Empathise
Show emotional connection and alignment
"This issue upsets us too. These horses are our world."

A

Answer with facts + framing
Provide verified information, not opinion
"Fatalities have fallen 30% in the last 5 years due to pre-race inspections and surface reform."

P

Pivot to progress
Acknowledge what's behind the question
"We've still got work to do, but this is where we're heading."

PART 3: PRACTICE PROMPTS
(10 COMMON QUESTIONS + FRAMING IDEAS)

Question	Framing Prompt
How do you justify horse deaths?	*We can't justify any - that's why we've done X to reduce them.*
Isn't it cruel to race two-year-olds?	*That's a valid concern - but here's what the science and evidence shows...*
Why use medication if horses aren't healthy?	*Medications are regulated to protect, not mask issues. Here's how it works...*
Why don't you ban whips altogether?	*That debate is ongoing - but what's already changed is...*
Why should I believe this industry cares?	*Why should I believe this industry cares? Because the people who love these horses are the ones pushing for change.*
Do you profit off animal abuse?	*That perception is painful - and here's why it's not accurate.*
Don't most horses just disappear after racing?	*Horse slaughter was a major issue - now we're seeing an overhaul of rehoming reform.*
Is it all just PR?	*Not at all. It's progress - and we're proving it with facts and transparency.*
Shouldn't racing just be banned?	*We believe a better future is possible - one where horses are valued and protected.*
What happens to the horses no one wants?	*That's exactly the gap we're closing with new rehoming partnerships.*

PART 4: PRACTICE TIPS

- Don't interrupt a hostile question; listen first.
- Breathe before answering. Pauses create composure.
- Repeat the question in your own words before responding: "So you're asking whether these horses are protected after racing; that's critical. Here's what's happening..."
- Stay grounded. The angrier the question, the calmer the tone.