



# CRISIS COMMUNICATIONS PLAN TEMPLATE

**PREPARED BY MUELLER COMMUNICATIONS, LLC**

# KEY COMPONENTS

## INTRODUCTION

Introduce the crisis plan, its purpose and how it can and will be used. Are there other plans (i.e. disaster preparedness plans / operational plans that should also be consulted?) Where will the plan live online in case physical copies are not available due to the crisis?

## CRISIS MANAGEMENT TEAM & PHONE TREE

Who will serve on your Crisis Management Team and be called upon to execute your crisis plan? What responsibilities will each individual have? How will the Crisis Management Team be notified / assembled in time of crisis?

## DETERMINING CRISIS SEVERITY

What are the key crisis situations you should anticipate and where do they fall on the spectrum of most severe to minor. What tools / resources do you need to prepare for each?

## MEDIA PROTOCOL

How will you guide employees / stakeholders to interact with the media? Who is the designated spokesperson and how will you vet and prepare for media contacts?

## TEMPLATE MEDIA STATEMENTS

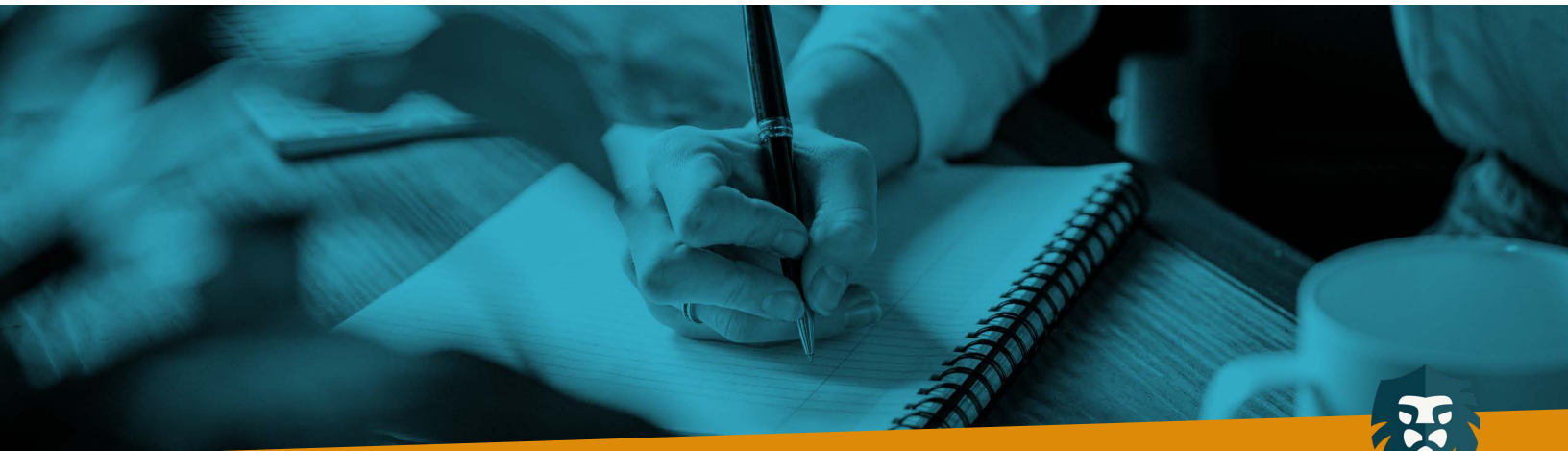
For severe situations, time will be of the essence. What media materials can you prepare in advance as a template to start from in time of crisis?

## CONTACT LISTS

Who will you need to contact in the time of a crisis, who are your stakeholders? Create hard copy contact lists for each in case your online systems are not available.

## CRISIS REVIEW & EVALUATION

Should your crisis plan be executed, how will you measure its impact and effectiveness? Are there updates / changes that need to be made based on your lived experience?



# CRISIS PLAN RESOURCES

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# INCIDENT INFORMATION FACT SHEET

**FOR INTERNAL USE ONLY – CONFIDENTIAL – NOT FOR EXTERNAL DISTRIBUTION**

Date: \_\_\_\_\_ Name: \_\_\_\_\_

**What** happened and how did it happen?

**What** caused the incident?

**Where** did it happen?

**When** did it happen?

**Who** was involved in the incident?

**How** dangerous (or serious) is the situation?

**Was** anyone injured or were people displaced?

**Was** anyone killed?

**What** is the status of those injured? (Do not speculate – only provide known information)

Have they been transported to the hospital? \_\_\_\_\_

Is anyone deceased? \_\_\_\_\_

How many individuals are involved? \_\_\_\_\_



# INCIDENT INFORMATION FACT SHEET

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**Is** anyone in immediate danger?

**What** is being done to fix the problem, minimize it, or prevent it from occurring in the future?

**Who** has been dispatched? (If appropriate, e.g., police)

**What's** being done to monitor the situation?

**What's** the biggest risk or concern?

**Have** the media, government regulatory agencies been informed? (Specifically, Who?)

**Will** there be an evacuation? Has the campus been shut down? How long will it be shut down for?

**How** can we get to the crisis site?

**Where** can we stay, set up?

**Who** is the contact for further information?

**What's** the best way to contact him or her?



# MEDIA PROTOCOL

## What do you do when you are approached by the media:

Media inquiries must be responded to in a way that is clear, concise, accurate and timely to help ensure the media reports accurate information and offers a balanced view of the issue.

To ensure a controlled message, statements to the media will be made only by designated members of your staff. Under no circumstance should any unauthorized employees talk to the media.

## If the media approaches an employee, they should:

- Decline requests for an interview or a statement.
- No matter the circumstance, do not say “no comment”
- Ask for the names, affiliations and/or business cards of the media.

Inform the media that, **“I’m sorry, I am not the right person to answer your questions at this time, but if you let me know what information you are looking for, I will have the appropriate person respond to you.”** {See protocol on following page...}

## REPORT THE REQUEST IMMEDIATELY TO:



**RECEPTION:** If a TV camera approaches reception, offer to place them in a conference room while you seek an appropriate company representative.



# CALL LOG

## TO RECORD CALLS FROM THE MEDIA

TIME	NAME / ORGANIZATION	PHONE NUMBER	DEADLINE	QUESTIONS



# POST-CRISIS EVALUATION FORM

**This worksheet will be completed by the Crisis Management Team (CMT) or individually by each CMT team member following a crisis incident.**

1. Describe crisis: \_\_\_\_\_
2. Timeline: Recognition \_\_\_\_\_ to response \_\_\_\_\_
3. How soon was the Organization CEO informed about the crisis?  
☐ within hours ☐ within 24 hours ☐ within \_\_\_\_ days ☐ other \_\_\_\_\_
4. How soon were other leaders informed about the crisis?  
☐ within hours ☐ within 24 hours ☐ within \_\_\_\_ days ☐ other \_\_\_\_\_
5. Did we notify the news media of the crisis? ☐ Yes ☐ No
6. How did we notify the news media? \_\_\_\_\_
7. If we did not notify the news media, why not? \_\_\_\_\_
8. Did the media learn of the crisis? ☐ Yes ☐ No  
How and when? \_\_\_\_\_
9. How effectively did the Organization respond to media inquiries?  
☐ very effectively ☐ somewhat effectively ☐ ineffectively
10. How effective was the Crisis Management Team?  
☐ highly effective ☐ effective ☐ marginally effective
11. What, if any, skills or talents were missing in the make-up of the team?  
\_\_\_\_\_
12. Did the team follow the action plan? ☐ Yes ☐ No; If not, what were the deviations and why?  
\_\_\_\_\_
13. Should these deviations be incorporated into a revised plan? ☐ Yes ☐ No
14. Did the plan work? ☐ Yes ☐ No; What could be done more effectively/efficiently and how?  
\_\_\_\_\_
15. Does the plan need to be changed in other ways? ☐ Yes ☐ No; How?  
\_\_\_\_\_





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