

## Crisis Communications Checklist & Notepad

- **Convene your crisis team:**

- **Identify the problem and the organization's position**

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- **Review the procedures you planned as part of your crisis plan so everyone remembers**

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

5) \_\_\_\_\_

- **Identify the internal and external audiences you will need to communicate to. Do not leave staff in the dark.**

Internal: \_\_\_\_\_

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External: \_\_\_\_\_

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● Practice possible media questions with the spokesperson – the tougher the better.

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_

● Draft an initial prepared statement as soon as possible with the pertinent information about what happened, where and when. Do not give out the names of people hurt, killed, or arrested until family members have been notified. State that the incident will be investigated.

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● Respond to media requests. If you refuse to comment, you will lose any speck control of what is said about your organization. Be truthful in comments and statements.

● Don't act like a drone, but don't get angry or hysterical either.

● After you have submitted an initial statement, begin the investigation into the incident. You could use an outside agency for this. Provide updates as requested. Outline how the organization is responding to the crisis and what changes will be made as a result. Report this to the press and make sure changes happen.

