

CASE-BY-CASE CRISIS COMMS: STARTER PLAN

Your team will customize this plan to be ready for likely crisis scenarios you may face.

CONTACT LIST

Identify the individuals who are part of your readiness team to address case-by-case crises.

- Name (communications point person), email address, mobile number
- Name (organizational leadership point person), email address, mobile number
- Name (health/safety point person), email address, mobile number
- Name (site/facility point person), email address, mobile number
- Name (legal point person), email address, mobile number
- Name (legal point person), email address, mobile number
- Name (additional point person), email address, mobile number
- Name (additional point person), email address, mobile number

Always use 911 for emergencies of health and safety. Also, rely on additional contacts you have established and keep their contact information at the ready.

- Name (police/safety), email address, mobile number
 - Name (fire), email address, mobile number
 - Name (healthcare), email address, mobile number
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ADVANCE WORK

Review the checklist with your board, leadership and likely crisis-team members. Establish the relationships you'll need to be ready to address potential crises. Partners from your community stand ready to support you. Identify contacts at local fire, healthcare, policy and safety organizations. Reach out to them in advance and invite them to visit your site, consider potential crises and share their best practices for addressing any crises affecting health and safety.

Remember the most likely scenarios you may face will be ones of health and safety, finances or organizational reputation. Meet with your internal team to identify potential specific scenarios, such as a safety situation during a performance, natural disaster requiring evacuation, a health emergency, misuse of funds or inappropriate staff actions. Be sure your contact list includes individuals you need to engage for such situations and maintain contact with them to solidify working relationships you may need to activate during crises. Identify your likely crisis manager for each situation you may face and your public communicator who will provide updates to your organization's priority audiences (event participants, other community members, funders, etc.). Remember the most effective messenger may not be your organization's leader and work to identify a messenger who has earned the trust of the audiences you most need to reach and influence. The outline on the following page will guide your planning.

CRISIS APPROACH

Conduct Initial Assessment

- Ensure your safety and the safety of everyone affected by the crisis.
- Identify and assess the situation.
- Focus initial communications, such as announcements from stage, on health and safety.
- Organize your crisis team, notify those team members and establish your approach for ongoing communications.
- Gather information and verify details to build out your plan. Does the situation affect:
 - Ongoing health and safety of anyone involved?
 - Organizational finances?
 - Organizational reputation?
- Identify the need and schedule for short-term updates or announcements. If you've addressed safety, take time to verify details before making announcements in person or online.
- Pause regularly scheduled communications, such as scheduled social media posts.

Prep and Implement Plan

- Name the outcome you seek: the result you want and who can help to make it happen.
- Engage the partners required to make progress toward that outcome.
- Engage the messenger those partners are most likely to trust.
- Prepare the messenger with clear messages. Messages should include:
 - Basic information about the situation.
 - Appropriate information about your mission and focus.
 - A call to action naming how you need these audience members to act to help you make progress toward the objective you seek.
 - A schedule of timing for updates you will share — something that's especially important when you don't have information available to share.
- Outline and follow a clear approach for ongoing updates to and guidance.

Monitor, Update and Evaluate

- Assess the situation's evolution to integrate new insights into your crisis plan.
- Monitor information from news and social media to gain additional insight and to understand audience reactions and their information needs. Update your plan and messages with relevant information.
- Recognize information that's important to share (such as safety information) and important to keep confident (such as personnel details).
- Evaluate progress. Consider the engagement of the audience you need to reach. Continue activities that effectively reach and involve these audience members. Replace activities that fail to connect and motivate them.
- Debrief the crisis. Identify factors including:
 - Overall outcome from the situation, such as safety for people at the venue or resolution of a financial or personnel situation.
 - Secondary, tertiary, etc. issues stemming from this situation.
 - Engagement of the audiences you most needed to reach and engage.
 - Perception of your organization and its work.
 - Organization's ability to effectively continue its work.