

GENERIC LOGO CO.
CRISIS
COMMUNICATIONS
PLAN

Prepared by:



www.centreforcrisiscommunications.com

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Executive Summary:

Generic Logo Co. is a Calgary, Alberta based, publicly-traded company that provides full service logo creation and implementation solutions. Generic Logo Co. specializes in the oil and gas, technology, husbandry, travel and tourism, laundry, hospitality, equestrian, veterinarian, agricultural, fitness, media, retail, consulting, entertainment, and logo industries. Generic Logo Co. provides a full range of logo services to fortune 500 companies and top tier clients.

Generic Logo Co. is a fictitious company created for the sole purpose of this document which demonstrates the generic development of a crisis communication plan. Any similarities to any company reference is purely coincidental.

Vision Statement: To provide an engaging and unique logo experience to companies, their stakeholders and key audiences.

Mission Statement: Generic Logo Co. provides superior, engaging, and unique logos to top tier world-wide companies.

Core Values: Uniqueness, Engaging, Transforming.

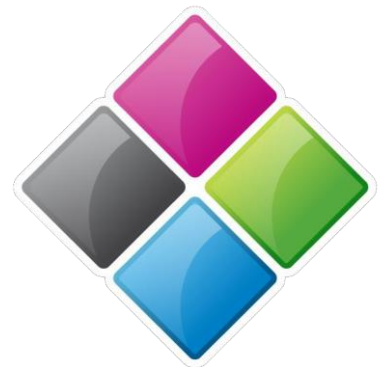
Background:

Generic Logo Co. prides itself in the creation and deployment of unique and engaging logos for use by Fortune 500 and top tier world-wide companies. Professional development and deployment of logos have proven to increase a company's public-facing reputation by 675% and increase stock price of 872% (averages based on Generic Logo Co. data from 2012 – 2017).

In early 2014, Generic Logo Co. developed an amazing logo for an Australian-based technology company. Although the logo was developed, satisfying all technical requirements, the deployment of the logo onto the client's digital channels failed, resulting in seizure of client assets and ultimately company foreclosure.

The closure of the Australian company was publicly blamed on the failed logo deployment by Generic Logo Co. A 30% decrease in Generic Logo Co. share price was associated to the perceived Generic Logo Co. reputational decline.

This plan has been developed in order to guide Generic Logo Co.'s communication response during future events which have the potential to damage corporate reputation.



Purpose:

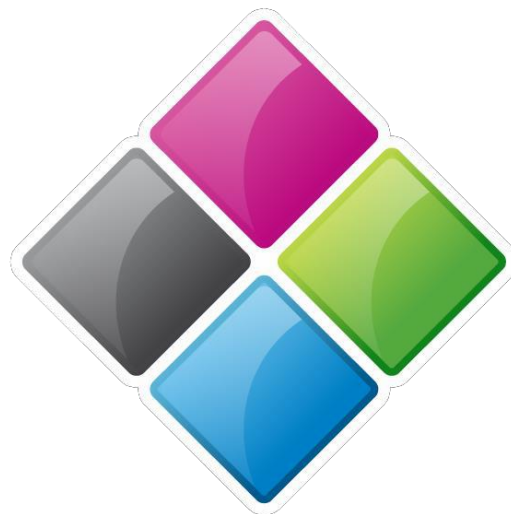
This Crisis Communication Plan supports the existing Generic Logo Inc. communications and brand policies. It is intended to directly support matters of issues, and crisis which may impact Generic Logo Co.'s brand and reputation.

As a living document, this crisis communications plan may be updated at any time to reflect current and emerging issues, new technologies, and/or change in Generic Logo Co. business. The most current version of this plan will reside on the Generic Logo Co. intranet as part of the ERP library and in hard copy in the offices of marketing & communications and human resources.

This plan is jointly owned by Generic Logo Co.'s Marketing & Communications and Human Resources departments.

Additionally, this plan:

- Assists Generic Logo Co.'s executive team in providing timely, effective, and coordinated communication to internal and external stakeholders,
- Document the roles of Generic Logo Co.'s executive and team members,
- Outline methods of providing open, honest, and transparent information to key stakeholders and audiences.



Leadership Team Roles and Responsibilities:

Generic Logo Co. has identified the following communication roles and responsibilities of the leadership team during activations of the crisis communication team.

Name	Title	Responsibility
Mrs. G. Logo	President & CEO	<ul style="list-style-type: none"> Ultimately accountable for Generic Logo Co's brand and reputation. Issue prepared statements to internal and external stakeholder groups during level C&D crisis events. Represents Generic Logo Co. in the media as required (designated spokesperson)
Mr. S. Generic	Senior vice President Finance and Chief Financial Officer	<ul style="list-style-type: none"> Issues all press releases Represents Generic Logo Co. to the investment community in coordination with President & CEO Represents Generic Logo Co. to Board of Directors in coordination with President & CEO
Mrs. R. Jones	Senior Vice President Government Relations	<ul style="list-style-type: none"> Maintains communications with key government stakeholders and governing bodies Represents Generic Logo Co. with customers the company is currently engaged with Lead on all Generic Logo Co. communications with other parties
Mrs. B. Baby	Vice President, Human Resources	<ul style="list-style-type: none"> Designated as Generic Logo Co.'s primary spokesperson on general matters of issue, and crisis Accountable for internal corporate communications and messaging
Mrs. J. Creative	Vice President, Sales and Marketing	<ul style="list-style-type: none"> Accountable for all communications to Generic Logo Co.
Mr. K. K-Cup	Vice President, Quality, Health, Safety Environment	<ul style="list-style-type: none"> Emergency Manger to which all Generic Logo Co. employees report to for coordination when the Emergency Response program is triggered.
Mrs. A. Addsup	Director, Marketing	<ul style="list-style-type: none"> Responsible for external communications
Mr. P. Pederson	Vice President, Community Relations	<ul style="list-style-type: none"> Primary contact with community groups in which Generic Logo Co. works Works with Senior Management team to identify and mitigate risk as it pertains to messaging
Subject Matter Experts	<ul style="list-style-type: none"> Designers Crayon Masters Pencil & Pens Animator Wifi guru Deployment specialists 	<ul style="list-style-type: none"> Work collaboratively with senior management and crisis management team to ensure details and messaging are accurate, consistent, and approved
Generic Logo Co. Reception	<ul style="list-style-type: none"> Main reception After hours contract answering service 	<ul style="list-style-type: none"> Provides holding statement via telephone for any external inquiries, including media Documents all inquiries

Crisis Communication Team Roles and Responsibilities:

The following roles and responsibilities have been identified for the members of the Crisis Communication Team ***NOTE** Checklists for each role are located in appendices:

Role	Name	Responsibilities
Manager, Communications	Mrs. Wonderful	<ul style="list-style-type: none"> Ultimately accountable for the brand and reputation for Generic Logo Co. Works closely with Senior Management to agree on messaging tone and direction
Communications Advisor	Mrs. Better	<ul style="list-style-type: none"> Assists with the creation of content
Communications Strategist	Mr. Awesome	
Social Media	Person of the day	<ul style="list-style-type: none"> Posts approved content on social channels Responds to inquiries on social channels Identifies and reports emerging issues
Media Relations	Someone who takes no bull	<ul style="list-style-type: none"> Manages all media inquiries Maintains log of inquiries Supports media availabilities
Marketing	Magic Maker	<ul style="list-style-type: none"> Boosts social posts based on approved budgets Orders collateral

Stakeholders:

Generic Logo Co. strives to provide open, honest, and transparent communication to it's key stakeholder groups and audiences, especially in times of issues and crisis. The following chart identifies Generic Logo Co.'s key stakeholders;

Internal Stakeholders:

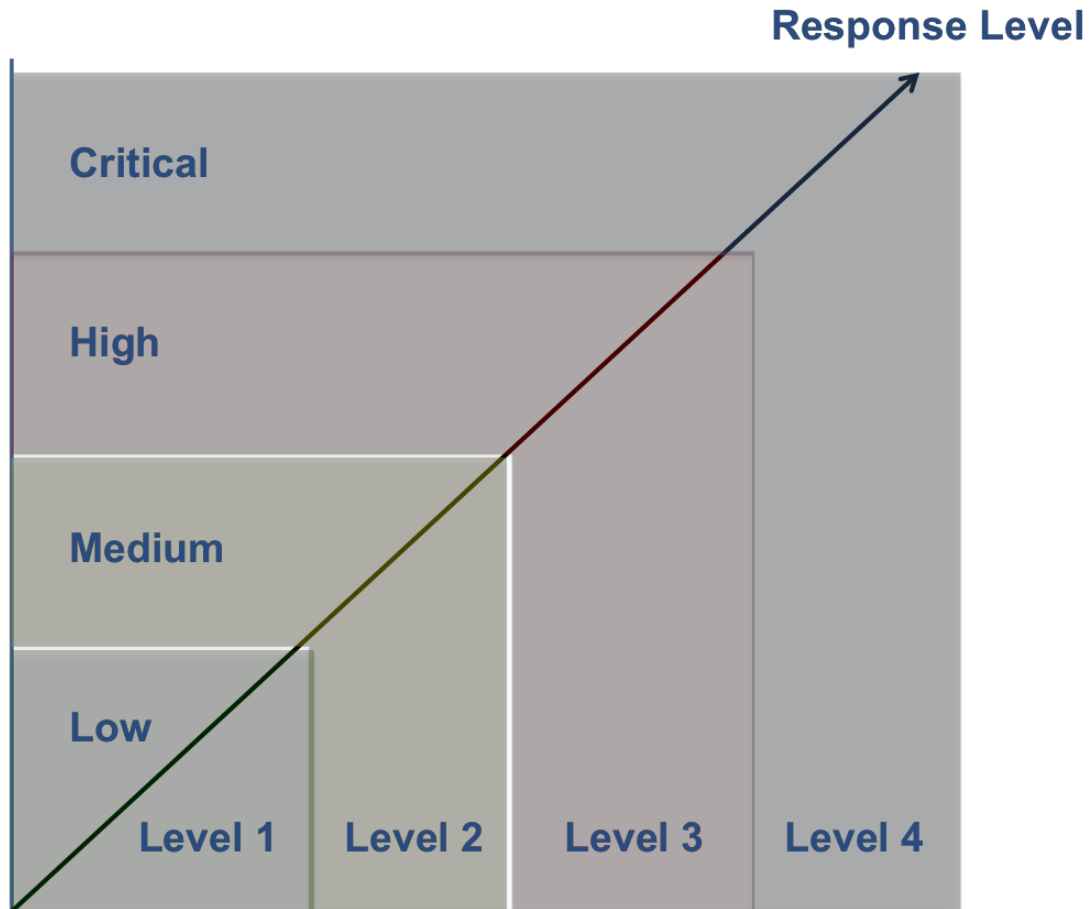
Name or Group	Comments
<i>Who Generic Logo Co.'s internal stakeholders; Individuals, groups</i>	<i>What are the key important features of this group? Where are their interests? What do they want to know? What do they need to know?</i>
Executive Leadership Team	<ul style="list-style-type: none">
Board of Directors	<ul style="list-style-type: none"> responsible for approving Generic Logo Co.'s communications practices
Employees	<ul style="list-style-type: none"> need to be informed of critical safety concerns desire to know what is happening can be community advocates on behalf of the company may have important information about the event or community concerns
Investors	
Generic Logo Co.'s Customers	<ul style="list-style-type: none"> Customers – those paying for services

External Stakeholders:

Name or Group	Company	Comments
<i>Who are Generic Logo Co.'s external stakeholders; Individuals, groups</i>	<i>Are there specific companies that belong to these groups?</i>	<i>What are the key important features of this group? Where are their interests? What do they want to know? What do they need to know?</i>
Media	Media outlets including local and national radio, television, print, online, and social	<ul style="list-style-type: none"> • Local or wide-spread reach • timeline driven • audience credibility
Community; Generic Logo Co.'s operating areas and areas of influence	Including, but not limited too; City of Toronto City of Ottawa City of London City of Sydney City of Tokyo	<ul style="list-style-type: none"> • operation impacts may have affect on community groups. • impacts may be financial, environmental, or emotional in nature. • open, honest, and transparent communications with community is criticalto Generic Logo Co.'s brand and reputation.
Social Media	Various platforms	<ul style="list-style-type: none"> • social conversation occurs almost instantly • negative social conversation may impact Generic Logo Co.'s brand and reputation • be a part of the conversationearly
Community and Governmental Leaders		
Regulatory Bodies	World Technology Bureau	

Emergency Categories:

To help Generic Logo Co. determine the level of communication response, this plan reflects on the Emergency Categories as identified in the Generic Logo Co.'s Response plans:



Determining the category and level of an event, will help determine appropriate message channels and tactics.

Communication Channels:

The following identifies communication channels that are accessible to Generic Logo Co. for execution during times of risk, issues, and crisis:

Channel	Ownership	Access	Comment
	<i>Who "owns" this channel i.e. communications, marketing, etc</i>	<i>To activate, publish, or make changes to this channel, who has access to it?</i>	<i>Generic Logo Co.'s Public facing website</i>
www.genericlogo.org	Marketing	Mrs. A. Digital	
Press Release			
Twitter @GenericLogoCo	Marketing	Mrs. A. Digital	Generic Logo Co.'s primary public facing Twitter account. 234,526 Followers
Facebook Generic Logo Co.	Marketing	Mrs. A. Digital	Facebook Page 78,155 likes.
Linkedin Generic Logo Co.	Human Resources	Mrs. A. Digital	Linkedin Page. 56,771 followers
Employee email distribution	Human Resources		Reach wired employees only.
Stakeholder email distribution			
Intranet Site	Human Resources		
Skype – Push Message	Human Resources		
SMS Text Message	Human Resources	Placement Team	

Communication Channel Deployment

When determining which communication channels to utilize during times of risk, issues, and crisis, consideration should be given to the following Channel Deployment chart;

Communications Channel	Level 1	Level 2	Level 3	Level 4
www.genericlogo.org	No	No	Likely	Yes
Media Release	No	Likely	Likely	Yes
Media Availability	No	Likely	Yes	Yes
Twitter @GenericLogoCo	No	No	No	Possibly
Facebook Generic Logo Co	No	No	Likely	Yes
Linkedin Generic Logo Co	No	No	No	No
Employee email distribution	No	Likely	Yes	Yes
Stakeholder email distribution	Possibly	Likely	Likely	Yes
Generic Logo Co Intranet Link	No	Possibly	Likely	Yes
Skype – Push Message	No	Possibly	Likely	Yes
SMS Text Message	No	No	Likely	Yes

Key Areas of Issues and Crisis:

The following have been identified as key areas of risk, issues, and crisis which could potentially have negative impact on Generic Logo Co's reputation if not effectively managed. This is not an exhaustive list;

Development

Risk	Impact
Poor Design	Generic Logo Co prides itself on the exceptional design of unique and engaging logos. Fortune 500 companies often turn to Generic Logo Co for this reason. A poorly designed logo may have a negative impact on the brand and reputation of Generic Logo Co., ultimately affecting future business.
Non-unique Design	Companies prefer to "Stand-out". Although, a logo design may be five star rated, if it is not unique from others, the Generic Logo Co. brand
<i>The following are examples from a non Generic Logo Co crisis communications plan</i>	
Flood / heavy snowfall	Although, mostly unpredictable, natural events such as flooding and heavy snowfall may have significant impact on camp infrastructure and transportation services. The result of major natural events may tarnish XXXXXXXX's reputation as it relates to safety and security.
Vehicle Accident	Any vehicular incident holds the potential no reflect negatively on the brand and reputation of XXXXXX. The safety and security of all XXXXXXXX client groups is the company's priority. Due the nature of XXXXXXXX camp locations, the potential of a vehicular incident to occur in a remote setting is high. Remote locations may result in the delay, availability and response of emergency services.
Death at Camp	The death of a person for any reason at a XXXXXXXX camp needs to be handled with a great deal of tact and consideration. Assurances to the public and to clients about safety and security are always required and one of XXXXXXXX's primary focuses.

Deployment

Risk	Impact
Failed deployment of a logo	Despite the best logo design, if a Generic Logo Co. design is not deployed effectively, customer dissatisfaction and negative brand association may result.
<i>The following are examples from a non Generic Logo Co crisis communications plan</i>	
Fire in Camp	Events involving fire can be very destructive and are often, unpredictable. Fire in camps may lead to injury or death, displacement of staff and residents and can cause significant disruption to client operations. Recovery from fire related events may be prolonged and potentially damage the XXXXXXXX brand and reputation as it relates to safety.
Poor Craftsmanship	XXXXXXX takes a great deal of pride on the quality of all products manufactured. Damage may be sustained to XXXXXXXX's brand and reputation should components products fail.

Food Poisoning or Contamination	Food services at any XXXXXXXX facility are considered exceptional within industry. Supported by a dynamic team of culinary professionals, XXXXXXXX creates and provides food services to all residents of their camps according to applicable codes and regulations. Any instance of food poisoning or food contamination is an issue that is taken very seriously. Residents falling ill may potentially impact the brand and reputation of XXXXXXXX.
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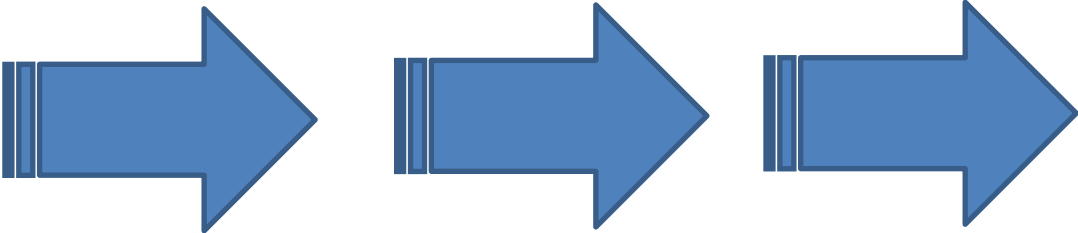
Plan Execution:

When executing this plan, Generic Logo Co. will reference the Crisis and Risk Communication check list (see appendices).

All communication activity must be documented by utilizing the Crisis and Risk Communication Log Sheet (see appendices).

Communication channels and tactics will be document on the Communication Channel Log (see appendices)

During any Emergency Response Plan activation, all communications will be coordinated and approved by the Generic Logo Co. management team as per Roles and Responsibilities.



Flow and process charts work well here: notification trees (phone trees), etc.

Generic Logo Co Messaging:

During crisis events, people want and expect information, but in the midst of any event, there may be multiple conflicting versions of the information and rumours shared by people or groups who are either directly or indirectly involved. It can sometimes be difficult to determine the truth in the midst of crisis and confusion.

Effective Communications:

To effectively manage a crisis and the reputation of Generic Logo Co., facts must be complemented by meaningful messaging. In fact, below the surface, it is the messages that audiences really want and need to hear. They need to be reassured that the people in charge know what they're doing and that impacted organizations are being treated responsively and fairly.

Thoughtful Communications:

For creating messages to be communicated during a crisis, Generic Logo Co. has adopted an approach advocated by Dr. Vincent Covello, a highly respected American based risk and crisis communications professor.

Dr. Covello has created a science-based approach for effectively communicating in situations that are: high concern, high stress, emotionally charged, or controversial.

When appropriate and reasonable, XXXXXXXX messaging should incorporate Covello's approach:

CCO: in every communication during a crisis, there ought to be a message that conveys each of these: **C**ompassion, **C**onviction and **O**ptimism.

27 / 9 / 3: an average media 'sound bite' in North America is 27 words, 9 seconds, and contains 3 messages. Therefore, message creation ought to be created with this in mind.

IDK: stands for "I Don't Know", which is never an appropriate response. It does not build organizational trust. Avoid the phrase "I don't know" and instead either respond by committing to get back to them with the information or redirect them to the appropriate source. Do not try to make up an answer. Rather, respond with "We do not have all the details yet. We will be bringing more information to you at [estimated time]"

1N=3P: every negative piece of communication activity (news report, social media post, etc) needs three positives of some kind to counter balance the perception. It becomes critical to avoid the use of 'no' in any form (never, none, no, not, etc.).

AGL-4: Average Grade Level minus 4, means that the reading level of communication going out during a crisis needs to be reduced by four grades.

APP skills: the keys to successful crisis planning are: **A**nticipation, **P**reparation and **P**ractice.

NVC skills: Non-Verbal Communication is crucial and must be considered when preparing for communicating in a crisis.

“Our main concern is for the effective deployment of our clients’ logo. We are confident that our design teams are doing their absolute best to resolve the situation. We assure you that this matter is being dealt with to the best of our abilities”.

Compassion, Conviction, Optimistic: Ideally, during a crisis, every communication must contain a message that conveys compassion, conviction, and optimism.

Compassionate:

We understand how this logo represents our client.

Conviction:

Our priority is the creation of a dynamic logo.

Optimistic:

We are confident that our client will love their logo.

Message Mapping:

A message map is a tool that can be used to organize, prioritize and support the information that Generic Logo Co. wants audiences to hear, understand and remember. Message maps also help structure information essential for responding to specific audience concerns. Developing the messages that will be released to audiences are very important. Here are seven steps to follow when developing crisis message maps:

Step 1 – Identify target audiences: Audiences are interested, affected or influential parties that are or potentially affected by the event.

Step 2 – Identify concerns: Develop a complete list of concerns for each target audience.

Step 3 – Identify underlying general concerns: Analyze all concerns to identify common sets of underlying general concerns. Most high concern issues are associated with no more than 15 to 25 primary underlying general concerns. (This step should be done as time allows – initial messages or holding statements may need to be made before this step can take place).

Step 4 – Develop key messages: Messages should be in response to each target audience question, concern or perception. Initial messages should address top of mind concerns, i.e. employees' safety, what is being done, CCO, etc. See below for key message suggestions.

Step 5 – Develop supporting facts and proofs for each key message: Supporting facts provide the continuity and details needed to support the key message. Key messages should have no more than three supporting facts.

Step 6 – Conduct systematic message testing: Message testing should be done by subject matter experts not directly involved in the original message mapping process. Testing is necessary to validate the accuracy of technical information. In a crisis, this will need to be done very quickly. Sharing and testing messages with partners also ensures message consistency and coordination.

Step 7 – Plan for delivery: Consider and prepare for the best way to get your messages to the appropriate target audiences - which communication channel for which audience?

Message Map worksheet – example

Scenario: Generic Logo Co. produces a crappy logo. The client shares on their social channels (large following) and the sentiment turns negative towards Generic Logo Co.

Target Audience: Generic Logo Co. Client.
Generic Logo Co. employees
Social conversation (primary Twitter)

Concern: Maintaining confidence in Generic Logo Co. logo design

Key Message 1	Key Message 2	Key Message 3
We recognize how important logos are to this company.	We are committed to improving this particular logo design.	We are evaluating our unique and patented design processes.
↓	↓	↓
Support Point 1.1	Support Point 2.1	Support Point 3.1
Generic Logo Co. has produced unique and engaging logos for over 80,000 Fortune 500 companies.	Generic Logo Co. has designated an additional 8 designers to this design team.	Generic Logo Co is the world leader in logo design. We achieve this through our unique and patented design process.
↓	↓	↓
Support Point 1.2	Support Point 2.2	Support Point 3.2
A great deal of research was conducted before embarking on this logo design	Further research is currently being conducted to better understand our client's needs.	We always seek to find new ideas and ways to continuously improve our logo designs. Our process is evaluated every 2 years.
↓	↓	↓
Support Point 1.3	Support Point 2.3	Support Point 3.3
In a recent survey of Generic Logo Co.'s clients, 98% of companies state they were either satisfied or very satisfied with their logo design.	We will continue to produce quality, unique options to the client until expectations are met.	Our unique and patented design process has won 78 awards through Technology and Innovation World.

Key Messages:

The following are prebuilt key messages for identified areas of issue, and crisis. These key messages may need to be modified to properly reflect the specific situation. The foundation of key messages will remain the same, however the content may change slightly as the event progresses. These messages are intended to be incorporated into any XXXXXXXX communication channel or tactic.

The use of any key messages must be approved by the executive lead.

Example messages not based on generic logo co.

Environmental

Fire	
Compassion	We recognize that this is a difficult time for our staff, clients, and guests (community).
Conviction	We are working with authorities (local fire department / RCMP) to determine exactly what caused this incident.
Optimism	We remain confident in the protection systems that we have in place and seek to make any improvements based on the outcomes of the investigation.

Sewage	
Compassion	We understand and are concerned about the potential impact this may have on the environment.
Conviction	We have stopped (are working hard to stop) the leak and have begun an aggressive clean of the area.
Optimism	We are confident that this was an isolated incident.

Flood / Heavy Snowfall	
Compassion	The safety of all of our staff, clients and guests are
Conviction	The safety of all of our residents and guests remain our top priority.
Optimism	We are confident that we will return to full operations with minimal disruption to operations.

Vehicle Accident	
Compassion	We are working to ensure that all of our staff, clients, and guests are safe and sheltered is our current priority.

Conviction	We are committed to working with investigators to determine the exact cause of this incident
Optimism	We are confident that this is an isolated incident and that the XXXXXXXX fleet is safe.

Death at Camp	
Compassion	At this time, our priority is supporting the family, and our camp guests.
Conviction	We are fully cooperating with authorities (RCMP etc) to determine exactly what happened.
Optimism	We are confident that there is no (further) risk to the safety and security of our staff, clients, and guests.

Quality

Fire in Camp	
Compassion	We recognize that this is a difficult time for our staff, clients, and guests (community).
Conviction	We are working with authorities (local fire department / RCMP) to determine exactly what caused this incident.
Optimism	We remain confident in the protection systems that we have in place and seek to make any improvements based on the outcomes of the investigation.

Templates

Easily adaptable templates section – pre-written Media Releases / Advisories / Web Content / Emails

Media Release / Holding Statement

Generic Logo Co. Responds to Logo Design Concerns

Date XX XX, XXXX

World Headquarters

Generic Logo Co. is aware of reports of a logo that was designed for a client that has not met client or Generic Logo Co.'s design expectation.

(key message) We recognize how important logos are to our clients.

As client satisfaction is extremely important to Generic Logo Co., (key message) we are committed to improving this particular design.

As the world leader in logo design, (key message), we are evaluating our unique and patented design process.

Generic Logo Co. is committed to keeping our client updated on our response to this issue. Regular updates can be found on the Generic Logo Co. world website: www.genericlogoco.org

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Appendices:

Message Map - Blank

Key Message 1	Key Message 2	Key Message 3



Support Point 1.1	Support Point 2.1	Support Point 3.1



Support Point 1.2	Support Point 2.2	Support Point 3.2



Support Point 1.3	Support Point 2.3	Support Point 3.3

Commonly Asked Questions

77 Questions Commonly Asked by Journalists during a Crisis

(Reprinted from: Covello, V.T., Keeping Your Head In A Crisis: Responding To Communication Challenges Posed By Bioterrorism And Emerging Infectious Diseases. Association of State and Territorial Health Officers (ASTHO), 2003)

Journalists are likely to ask six questions in a crisis (who, what, where, when, why, how) that relate to three broad topics: (1) what happened; (2) What caused it to happen; (3) What does it mean.

Specific questions include:

- 1) What is your name and title?
- 2) What are your job responsibilities?
- 3) What are your qualifications?
- 4) Can you tell us what happened?
- 5) When did it happen?
- 6) Where did it happen?
- 7) Who was harmed?
- 8) How many people were harmed?
- 9) Are those that were harmed getting help?
- 10) How certain are you about this information?
- 11) How are those who were harmed getting help?
- 12) Is the situation under control?
- 13) How certain are you that the situation is under control?
- 14) Is there any immediate danger?
- 15) What is being done in response to what happened?
- 16) Who is in charge?
- 17) What can we expect next?
- 18) What are you advising people to do?
- 19) How long will it be before the situation returns to normal?
- 20) What help has been requested or offered from others?
- 21) What responses have you received?
- 22) Can you be specific about the types of harm that occurred?
- 23) What are the names of those that were harmed?
- 24) Can we talk to them?
- 25) How much damage occurred?
- 26) What other damage may have occurred?
- 27) How certain are you about damages?
- 28) How much damage do you expect?
- 29) What are you doing now?
- 30) Who else is involved in the response?
- 31) Why did this happen?
- 32) What was the cause?
- 33) Did you have any forewarning that this might happen?

- 34) Why wasn't this prevented from happening?
- 35) What else can go wrong?
- 36) If you are not sure of the cause, what is your best guess?
- 37) Who caused this to happen?
- 38) Who is to blame?
- 39) Could this have been avoided?
- 40) Do you think those involved handled the situation well enough?
- 41) When did your response to this begin?
- 42) When were you notified that something had happened?
- 43) Who is conducting the investigation?
- 44) What are you going to do after the investigation?
- 45) What have you found out so far?
- 46) Why was more not done to prevent this from happening?
- 47) What is your personal opinion?
- 48) What are you telling your own family?
- 49) Are all those involved in agreement?
- 50) Are people over reacting?
- 51) Which laws are applicable?
- 52) Has anyone broken the law?
- 53) How certain are you about whether laws have been broken?
- 54) Has anyone made mistakes?
- 55) How certain are you that mistakes have not been made?
- 56) Have you told us everything you know?
- 57) What are you not telling us?
- 58) What effects will this have on the people involved?
- 59) What precautionary measures were taken?
- 60) Do you accept responsibility for what happened?
- 61) Has this ever happened before?
- 62) Can this happen elsewhere?
- 63) What is the worst case scenario?
- 64) What lessons were learned?
- 65) Were those lessons implemented? Are they being implemented now?
- 66) What can be done to prevent this from happening again?
- 67) What would you like to say to those who have been harmed and to their families?
- 68) Is there any continuing danger?
- 69) Are people out of danger? Are people safe? Will there be inconvenience to employees or to the public?
- 70) How much will all this cost?
- 71) Are you able and willing to pay the costs?
- 72) Who else will pay the costs?
- 73) When will we find out more?
- 74) What steps need to be taken to avoid a similar event?
- 75) Have these steps already been taken? If not, why not?
- 76) Why should we trust you?
- 77) What does this all mean?

Communication Channel checklist



Crisis and Risk Communication

Communications Channel	Message	Date	Time	By Who
www.genericlogoco.org				
Media Release				
Media Availability				
Twitter @genericlogoco				
Facebook Generic Logo Co				
Linkedin Generic Logo Co				
Employee email distribution				
Stakeholder email distribution				
HN Link				
Skype – Push Message				
SMS Text Message				



Generic Logo Co: Crisis Communications Plan

2019