

SUBJECT AREA 9 – CRISIS COMMUNICATIONS

Develop and document the action plans to facilitate communication of critical continuity information. Coordinate and exercise with stakeholders and the media to ensure clarity during crisis communications.

A. THE PROFESSIONAL’S ROLE IS TO:

- A.1** Establish Crisis Communications Program
- A.2** Develop Processes and Procedures to establish Programs for Proactive Crisis Communications
- A.3** Exercise Crisis Communications for the Program
- A.4** Implement Crisis Communication Plan at time of disaster event

B. THE PROFESSIONAL SHOULD DEMONSTRATE A WORKING KNOWLEDGE IN THE FOLLOWING AREAS:

B.1 Establish Crisis Communications Program

B.1.a Define Objectives, Scope and Program Structure

- (i) Develop guidelines for communications with Emergency Response Operations
- (ii) Define escalation procedures
- (iii) Establish Communications standards and guidelines

B.1.b Document Roles and Responsibilities

- Identify necessary teams to perform required tasks

B.1.c Define Crisis Communications Method and Schedule

- Identify notification process and or tools.

Call Tree
Automated Notification System
Email

B.1.d Establish Crisis Communications Policies

B.2 Develop Processes and Procedures to establish Programs for Proactive Crisis Communications

B.2.a. Identify groups to receive communications

- (i) Internal groups (examples include: corporate, lines of business, stakeholders)
- (ii) External groups (examples include: media, customers, vendors, suppliers, public, local, state and government agencies)
- (iii) Media (examples include: print, radio, television, and internet)
- (iv) Stakeholders

B.2.b. Develop communication processes and procedures for each identified group.

- (i) Internal Groups
 - Identify designated communications spokesperson (HR, Corporate Communications, etc...).
 - Identify most effective methods for communications (email and group distribution lists, conference calls, intranet sites, etc...).
 - Establish engagement criteria
 - Ensure communications align with organizational requirements.
 - Agree upon frequency of communications (pre, post and interim).
- (ii) External Groups
 - Identify designated communications spokesperson (Security, Corporate Services, Public Relations, etc...).
 - Identify most effective methods for communications (800 or Customer Service numbers, websites, mailing lists, Bridge or Notification lines, etc...).
 - Establish engagement criteria
 - Ensure communications target specific external audiences.
 - Agree upon frequency of communications (pre, post and interim).
- (iii) Media
 - Identify designated communications spokesperson (Corporate Communications, Public Relations, etc...).
 - Identify most effective methods for communications (Press release, Press Conference, Notification via radio, TV and other, etc...).
 - Establish engagement criteria
 - Ensure consistency in messaging throughout the organization.
 - Agree upon frequency of communications (pre, post and interim).
 - Develop ongoing methodologies to manage media relationships.

(iv) Stakeholders

- Define stakeholders as any persons or groups that have a vested interest in the organization and or can be affected by a crisis situation.
- Identify designated communications spokesperson (Corporate Communications, Public Relations, etc...).
- Identify most effective methods for communications (Direct communications via mail (either internet or post office), voicemail, etc...).
- Establish engagement criteria
- Ensure consistency in messaging throughout the organization.
- Agree upon frequency of communications (pre, post and interim).

B.3 Exercise Communications Plans for the Program.

B.3.a. Document Crisis Communications Exercise Standards and Guidelines

- (i) Scope and Objectives
- (ii) Establish Exercise Schedule
- (iii) Identify Crisis Management Declaration Team

B.3.b. Document Crisis Communications Exercise Requirements

- (i) Scope and Objectives
- (ii) Scenarios
- (iii) Identify Test Type

B.3.c. Conduct Crisis Communications Exercise

B.3.d. Document Crisis Communications Exercise Results

- (i) Open Issues
- (ii) Lessons Learned
- (iii) Update Communications Plans based on findings

B.4 Implement Crisis Communication Plan at time of disaster event

B.4.a. Crisis Management Declaration Team authorizes implementation

B.4.b. Implementation begins as per processes/procedures