

PREPARE BEFORE CRISIS STRIKES

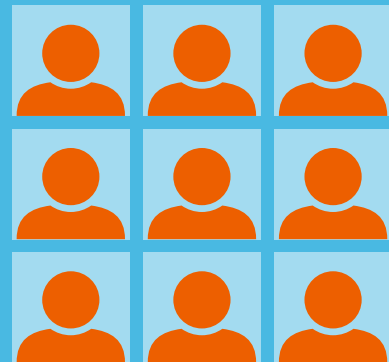
Imagine the unimaginable. Those things you most dread for your business. Everything from bankruptcy and criminal wrongdoing to a product failure or deaths. How will you respond? Do you have a plan in place to guide you through a crisis? Use this checklist to kickstart your strategy.

1 ESTABLISH A CRISIS TEAM

Your crisis team needs the authority and capability to make sound decisions quickly. More than one role can be assigned to a single person, except your Media Point Person.

Your Crisis Team

- Compliance/Legal
- Copywriter
- Decisionmaker
- Digital Media Manager
- Human Resource
- Media Point Person
- Note Taker
- Spokesperson
- Subject Matter Experts



2 COLLECT AND DEVELOP KEY ASSETS

Crisis response materials should be collected and created in advance, so they're ready to deploy. These include a dark site, contact lists for relevant media, officials and partners as well as account logins to email, social channels and websites for ease of access.

3 ANTICIPATE CRISES BEFORE THEY OCCUR

You hope to never need these scripts, but your crisis team should prepare each to stay on top of any situation that might occur.

Types of Scripts

- Accident
- Death
- Scandal
- Environmental Damage
- Financial Crisis
- Destruction of Property



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PREPARE FOR POTENTIAL QUESTIONS

The Media Point Person should have a bank of responses to potential media questions concerning each type of crisis.

Potential Questions

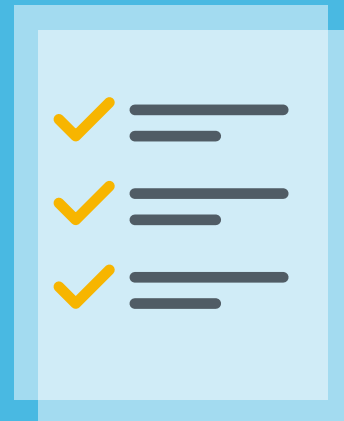
- Were people hurt? Will victims recover?
- Was there loss of life?
- How did this happen? What is being done about it?
- Why weren't precautions taken to prevent this from happening?
- How dangerous/damaging is the situation? What is the actual damage?
- When will the situation be under control?
- Can it happen again?
- What steps are you taking to ensure this won't happen again?



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ENACT BEST PRACTICES

- Develop relationships with media personnel before a crisis, so they're available to work with you when needed.
- Make your comments about any people involved.
- Don't make the crisis about you.
- Never say, "no comment." Tell your story – or a reporter will tell it without you.
- Respond to media questions as soon as possible within the same day, even if you have to tell them, "I am working to get you what you need."
- Update and practice your crisis strategy at least once a year.



Are you prepared for when a crisis strikes? Greteman Group helps clients put communications and PR strategies in place to handle anything.

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