

CRISIS COMMUNICATIONS

The **GUMBO**



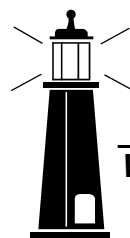
Plan

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CREATING THE “GUMBO”



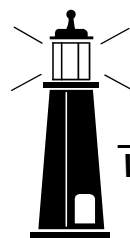
- **Title page**
 - ☐ Title
 - ☐ Date issued
 - ☐ Review date and any corrections or changes
- **Distribution plan and access limits**
- **Table of contents**
- **Overall policy statement**
 - ☐ Maximum disclosure
 - ☐ Minimum delay
- **SAPP**
 - ☐ Security
 - ☐ Accuracy
 - ☐ Propriety
 - ☐ Policy
- **Top Ten Possible Crisis Situations**
- **Special emergency situations: four phases**
 - ☐ Phase one—warning stage
 - ☐ Phase two—acute crisis state or the point of no return
 - ☐ Phase three—chronic crisis state or the cleanup stage
 - ☐ Phase four—crisis resolution or well and whole
- **General statement of duties**
 - ☐ Senior official on scene or SOS
 - ☐ Security liaison
 - ☐ Public relations representative
 - ☐ Information coordinator
 - ☐ Other key people, i.e. lawyer, marketing, human resources, chaplain
- **Guidelines—media relation’s dos and don’ts**

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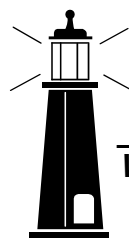
- **Notifications in priority order**
 - ☐ First responders
 - ☐ Spokesperson(s)
 - ☐ Internal audiences
 - ☐ Movers and shakers
 - ☐ Opinion leaders
 - ☐ Issues leaders
 - ☐ Next of kin
 - ☐ Special publics
 - ☐ Media
 - ☐ Special and others groups
- **One information center**
 - ☐ Primary site
 - ☐ Alternate site
 - ☐ Communications facilities/capabilities
 - ☐ Location
 - ☐ Safety equipment
 - ☐ Badges and media IDs
 - ☐ Arrangement for radio/TV/print web
 - ☐ Conference briefing area
 - ☐ Media workspace
 - ☐ Stage setup
 - ☐ Logs
 - ☐ Media query forms
 - ☐ Life support
- **Special audience information needs**
 - ☐ Government agencies
 - ☐ Stockholders
 - ☐ Suppliers
 - ☐ Customers
 - ☐ Mutual aid association
 - ☐ Adjacent industries
 - ☐ Families of victims
- **Public relations liaisons/guides**
- **Other emergency plans**
- **After action report**

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