**SCENARIO: Concrete Example of a Potential Threat**

**Scenario Assumptions**

* 3-4 bullet points describing scenario

**Strategic Principles**

* 3-4 bullet points defining strategic approach to this scenario (e.g., safety of staff and community is paramount; our team will work 24/7 to restore operations; we will )

**Crisis Management Team**

List team members, contact info & roles

**Key Stakeholders**

|  |  |  |  |
| --- | --- | --- | --- |
| **Stakeholder Group/*Individuals*** | **Degree of interest** | **Stakeholder liaison/*contact information*** | **Communications Channels** |
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**Spokespeople**

XXX

Include potential 3rd party spokespeople

**Messages**

Holding Statement

Draft of statement that could be posted early in the crisis, before facts are known – e.g., “We are aware of the situation. We will provide more information as soon as possible.”

Internal Email

Draft of email for internal audiences with guidance

Talking Points [These will inform later statements]

* Basic talking points

Q&As

[restatement of talking points, plus answers for questions you can’t answer – e.g., directing reporters to other sources.]

Difficult Q&As

Social Media posts

2-3 Tweets, FB posts

Background Material

Bullet points with relevant information: e.g., statistic, history of issue

**Vulnerabilities & Issues**

List all the potential problems/questions/criticisms that could arise as a result of this incident.

**Recovery**

Notes and ideas about recovery based on anticipated coverage, meetings and milestones