

PROFESSIONAL PRACTICES FOR BUSINESS CONTINUITY PLANNERS: CRISIS COMMUNICATIONS

SUBJECT AREA 9: CRISIS COMMUNICATIONS

Develop, coordinate, evaluate, and exercise plans to communicate with internal stakeholders (employees, corporate management, etc.) external stakeholders (customers, shareholders, vendors, suppliers, etc.) and the media (print, radio, television, Internet, etc.)

A. The Professional's Role is to:

- 1. Establish Programs for Proactive Crisis Communications**
- 2. Establish Necessary Crisis Communication Coordination with External Agencies**
(local, state, national government, emergency responders, regulators, etc.)
- 3. Establish Essential Crisis Communications with Relevant Stakeholder Groups**
- 4. Establish and Exercise Media Handling Plans for the Organization and its Business Units**

B. The Professional Should Demonstrate a Working Knowledge in the Following Areas:

- 1. Identify and Develop a Proactive Crisis Communications Program**
 - a. Internal (corporate and business unit level) groups
 - b. External groups (customers, vendors, suppliers, public)
 - c. External agencies (local, state, national governments, emergency responders, regulators, etc.)
 - d. Media (print, radio, television, Internet)
- 2. Establish Essential Crisis Communication Plans with External Agencies as appropriate.**
 - a. Develop ongoing procedures/tools to manage relationships with multiple agencies as appropriate
 - (1) Local/state/national emergency services
 - (2) Local/state/national civilian defense authorities
 - (3) Local/state/national weather bureaus
 - (4) Other governmental agencies as appropriate
- 3. Establish Essential Communications Plans with Internal and External Stakeholders to ensure they are kept informed as appropriate**
 - a. Develop ongoing procedures/tools to manage relationships with multiple stakeholders as appropriate
 - (1) Owners/stockholders
 - (2) Employees and their families
 - (3) Key customers
 - (4) Key suppliers
 - (5) Corporate/headquarters management
 - (6) Other stakeholders

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4. Establish Essential Crisis Communications Plans with the Media outlets

- a. Develop ongoing procedures/tools to manage relationships with the media
 - (1) Print (newspapers, journals, etc.)
 - (2) Radio
 - (3) Television
 - (4) Internet

5. Develop and Facilitate Exercises for Crisis Communication Plans

- a. Establish exercise objectives annually
- b. Coordinate and execute exercises
- c. Debrief and report on exercise results, including action plans for revisions