

Incident Response Communications



Crisis Communications framework – Communications Check List

Item	Purpose	Status	
		N	Y
Plans & Procedures			
<ul style="list-style-type: none"> Incident Response Communications Plan 	Over-arching plan for incident response identifying communication protocols and procedures		
<ul style="list-style-type: none"> Incident Response Communications Procedure (Internal) 	Procedure for communicating with internal stakeholders (HQ, Executive, ER team, HR, staff), including information approvals process		
<ul style="list-style-type: none"> Incident Response Communications Procedure (External) 	Procedure for communicating with external stakeholders (governments, regulators, industry, media, community), including internal information approvals		
<ul style="list-style-type: none"> Media Enquiries & Approvals Procedure 	Procedure for managing media inquiries internal approvals		
<ul style="list-style-type: none"> Roles & Responsibility Matrix 	Who speaks to which stakeholders about what		
Communication Material			
<ul style="list-style-type: none"> Communication Issues Risk Matrix 	Stakeholder / Issue matrix identifying and qualifying potential risk impact		
<ul style="list-style-type: none"> Government & Stakeholder contact list 	List of key political, agency, industry and community organisations, contacts; who / when to communicate		
<ul style="list-style-type: none"> Media contact list 	List of key mainstream and industry media		
<ul style="list-style-type: none"> Holding statement template 	Main likely scenario statements (eg. oil spill, injury) for pre-approved timely response		
<ul style="list-style-type: none"> Media release boiler plate 	100 word company fact statement at bottom of media releases		
<ul style="list-style-type: none"> Key Messages and Q&A 	Approved corporate and project descriptions for external communications and conversations		
<ul style="list-style-type: none"> Reception scripts 	Reception staff informed of media procedures and provided scripts for public response		
<ul style="list-style-type: none"> Site entry scripts 	Security gate staff informed of media procedures and provided scripts in the event of public engagement		
<ul style="list-style-type: none"> Media / stakeholder inquiry form 	To log media inquiries and responses during incident		
<ul style="list-style-type: none"> Company / project fact sheets 	Fact sheets up to date providing core company / project data as background for media / stakeholders		
<ul style="list-style-type: none"> Company / project support materials 	Images, video, maps, facility diagram etc		
Training & Evaluation			
<ul style="list-style-type: none"> Incident Response Communications 	Scenario testing of the plan to ensure it remains current and effective; modification following performance evaluation		
<ul style="list-style-type: none"> Incident Response Media Training – key spokespeople 	Key spokespeople identified and Media Masterclass training undertaken		
Communication Infrastructure			
<ul style="list-style-type: none"> After-hours access 	Access procedure confirmed and tested		
<ul style="list-style-type: none"> Desk space 	Sufficient additional workstations identified for external response support		
<ul style="list-style-type: none"> Computer access 	Pre-approved system log in procedure confirmed and tested		
<ul style="list-style-type: none"> Media Centre – conference / interview room 	Appropriate secure room identified and media infrastructure confirmed eg. camera set up, whiteboard, TV/DVD, access and egress		
<ul style="list-style-type: none"> Incident response call centre 	Back up manned phone lines identified and secured		

To discuss your PR objectives please contact Tim Larcombe on 0403 819 781 or tim@prperth.com