

Visual 19: Activity 2.2: Incident Communication Strategy

Instructions: Work in table groups to complete the incident communication strategy. You may assign different portions of the strategy to different team members to complete the activity.

Purpose: To provide participants with the tools and skills to prepare an Incident Communication Strategy.

Estimated Time: 30 minutes



Note

Total Time for Activity: 30 minutes

Purpose of Activity: The purpose of this activity is to provide participants with the tools and skills to prepare an Incident Communication Strategy. Participants will work in groups to develop a high-level strategy and will then report out to the class.

Instructions:

- Working in your table group, develop an Incident Communication Strategy based on the scenario update on the next page. You may consult the main scenario from Activity 2.1.
- Make sure to fully develop Step 4.
- Complete Steps 5, 6, 7 and 8 only after fully developing Steps 1-4.
- You have 30 minutes to complete this activity.



Instructor
Note

Walk around the room to see if anyone needs assistance. After 30 minutes have the groups report their findings. Keep the reports to 4 minutes per group if possible. Encourage a comparison among the strategies.

Scenario Update:

Approximately 20,000 fans are expected to attend the championship game. The traditional rivalry between the Columbia State University Warhawks and the Wilmington State University Bulldogs has resulted in physical conflicts between the opposing fans in past games. Inclement weather including heavy snowfall and cold weather prior to the game will increase the difficulty for Central City DPW to clear the parking lots and streets in preparation for the big game. The possibility of a student protest prior to the game may reflect poorly on the university. Law enforcement intelligence does not indicate any serious threats of violence; however, student protests of a similar nature in other states have resulted in damage to buildings along with threats to researchers.