Crisis Communication Plan:

Communications Plan: Roles and Activation

Key Roles and Responsibilities	
Primary Communication Lead:	
Emergency Contact Number:	
Email Address:	
Back-up Communication Lead:	
Emergency Contact Number:	
Email Address:	

When to Activate Plan (Any of the Following Conditions)	
Length of time of outage/interruption	
% Drop in sales	
Number of employees impacted	
% Key business functions interrupted	
% Key business assets down	
Evacuation Alert	
Evacuation Order	

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Communications Plan and Messaging

Audience	
Communication Channels	
Pre-Hazard Message:	
After an Event Message— Operations Not Affected:	
After an Event Message — Operations Affected:	

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Collecting Valuable Information:

Hazard	Information Sources

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