

PR Crisis Communications Plan: The First 60-Minutes

ACTION TO TAKE IN THE GOLDEN HOUR OF A PR CRISIS



- ☐ Call emergency services if relevant (law enforcement, medical, fire, rescue)
- ☐ Establish the facts
- ☐ Draft a holding media statement: Brief internal stakeholders, your lawyer, family members, local authorities or anyone else
- ☐ Monitor social media and track specific keywords or hashtags that may be associated with your crisis. Also watch in real time results for your own name or your company name.
- ☐ Do you need to update your draft media statement based on any new information that has come to light? Issue the initial statement. Brief the spokesperson on the facts, the official statement and a timeframe when you will again speak to the media.
- ☐ Collect some images or footage that might be useful for the media.
- ☐ Convene a team meeting and agree next steps and who does what.

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