HOW TO USE THIS TEMPLATE 

[Template last updated October 2024](https://pavilion.dinfos.edu/Template/Article/2144248/crisis-communication-contingency-plan/)

Fill in the bracket areas with the appropriate information. **Remove any bracket symbols and gray boxes when finished.**

Crisis Contingency Plan

[Date]

# Crisis team management assignments

[Assign all team members, at a minimum, primary and secondary roles on the Crisis Management Team (Leader, Mission Partner Support, Community Engagement, Media Operation, Command Information, Spokesperson, Documentation).]

# Purpose

[Detail the organization's policies toward its publics. For example: In a crisis, we will focus on open and honest disclosure with the media and identified audiences.]

# Rehearsal dates

[Identify the frequency to practice. It is recommended the most damaging and likely crises are practiced at least annually; six months is optimal.]

# Objectives/measures of effectiveness

[Refrain from stating objectives that are overly ambitious in difficulty or number. Respond to the question, “What do you hope to achieve with this plan?” For example: To be seen by our publics as a command that cares about its members and families.

Measures of effectiveness help answer questions such as: Are we doing the right things? Are our actions contributing to the conditions necessary to achieve the objective or are alternative actions required? Consider what observable knowledge, attitudes and/or behaviors the key stakeholder is displaying prior to (and following) the operation and by how much the command needs to change (did the command change) the key stakeholder’s knowledge, attitudes or behaviors. Be specific; think key performance indicators, trends and benchmarks.]

# Primary audiences/stakeholders

[Include internal and external publics with which the organization must communicate with during a crisis. Include employees and their families, community leaders, government officials, and retirees and community neighbors. Aim to make the list as comprehensive as possible. These publics will fall into one of four categories:

1. Enabling publics: people with the power and authority to make internal and external decisions.
2. Functional publics: people who make the organization work.
3. Normative publics: people who share values with the organization in crises.
4. Diffused publics: people linked indirectly to the organization in a crisis, such as media, community groups and community neighbors.

When notifying publics, plan for how your organization will communicate with each critical public during the crisis.]

# Points of contact

PA Contact info: Lead \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Alternate\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Unit POC info: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_