

# DURING A CRISIS: PRODUCT RELEASE CHECKLIST

*Use this checklist to ensure timely and accurate delivery of products in their order of release during a crisis.*

From the moment a crisis occurs until it concludes, public affairs professionals have the responsibility of releasing specific media products at designated times. Following a product release timeline helps to control the narrative, supports operations and keeps necessary parties and individuals up-to-date. Unique situations may require distinct products and use a different timeline. So, remember to communicate and clear all releases with command. Use this checklist to help you deliver PA media products during a crisis.

## First hour

Prepare and send out your [initial release](#).

Send out internal communications using emails, mass texts or base app push notifications.

Provide releasable details and any impact on installation operations.

Ensure headquarters is aware of the event and begin coordinating actions with them.

Silence all planned social media posts.

Release a holding post on social media (e.g., "We are aware of the situation, and will provide updates here when we can.").

Update your main website.

Issue [ground rules agreement](#) to all on-site media, if applicable.

Establish a comprehensive log of events.

Lead with empathy.

[Post on social media](#) acknowledging the situation and directing individuals to a [single source of information](#), if not within the first hour, as soon as possible.

## **Day 1**

Process any [responses to queries](#).

Review and release [media kits](#).

Outline rules and restrictions for media.

Provide photo/video requirements to the visual information specialist responding to a crisis.

Update internal command information products.

Hold a press conference.

Issue a post-conference release with a summary of the information provided at the press conference.

## **Day 2 and beyond, until crisis ends**

Continue using social media to direct the community to your single source.

Update the [accident and incident report sheet](#) and other internal reports.

Provide internal email updates while the incident investigation is active.

Issue follow-up release(s) while the incident investigation is active.

Update your website(s).

Update your rules and restrictions for media.

Upload the releasable imagery.

Follow the rules of the judge, the district attorney or the prosecutor's office (i.e., whoever is taking the lead, legally, or of the agency investigating) if this is a court case.

## **Post-investigation**

Release the official report if permitted.

Issue a news release on the outcome.

Resume regular social media use.

Coordinate and compile the events log and all information for an after action report or follow-on investigation.