

**Advanced PR
Crisis Plan**



Crisis Plan for Cedar Lake Chamber of Commerce

Time	Secretary/Executive Director	President	Vice President	Treasurer	Volunteer
1 st 10 min.	Gather information	Meet with Executive Director	Help with gathering information	Go to the Welcoming Center when receiving notification	Go to the Welcoming Center when receiving notification
Next 25 min.	Contact President and give all the information gathered so far.	Contact Executive Director to inform any information they need to know before holding press conference	Assist Executive Director with media contact information on hand	Gather chamber member contact information	Answer incoming calls and inform there will be a press conference and more information soon.
Next 30 min.	Contact the media to inform them there will be a press conference that is to be held in the next 30 minutes at the town hall	Call chamber members in alphabetical order A-K there will be press conference	Call chamber members in alphabetical order L-U there will be a press conference	Call chamber members in alphabetical order V-Z there will be a press conference	Continue taking calls
Next 20 min.	Prepare statement for press conference and inform the president	Inform vice president, treasurer, and volunteer with instructions on what to say to callers	Help prepare the press conference room	Standby for press conference	Continue taking calls and give updates the press conference will begin soon

Next 45 min.	Press conference	Stand by to observe the press conference	Gather any information to relay to the treasurer and volunteer	Standby for press conference	Continue taking calls
After Press conf.	Follow up with president, vice president, treasurer, chamber member, and volunteer. Thank staff for their assistance. Be the last person to leave.	Follow up with vice president, treasurer, and volunteer. Thank staff and leave.	Follow up with executive director, president, treasurer, and volunteer. Thank staff, and then leave.	Follow up with executive director, president, vice president, and volunteer. Thank staff and leave.	Follow up with executive director, president, vice president, and treasurer. Thank staff and leave.
1-2 days later	Write a report and inform the vice president, treasurer, and volunteer what to say.	Follow up with executive director	Call the media outlets with statement	Call chamber members with statement	Take in any incoming calls and provide updates
1 week later	Analysis meeting	Analysis meeting	Analysis meeting	Analysis meeting	Analysis meeting
Each January	Reassure crisis plan training	Reassure crisis plan training	Reassure crisis plan training	Reassure crisis plan training	Reassure crisis plan training
Each May	Benchmark plan	Benchmark plan	Benchmark plan	Provide feedback	Provide feedback
Each October	Plan revision	Plan revision	Plan revision	Plan revision	Plan revision