

**Crisis Communications Plan Exercise**

<b>FROM:</b>		<b>TO:</b>		<b>TIME:</b>	
--------------	--	------------	--	--------------	--

**INPUT/ACTION/RESPONSE/REQUEST**

Your Team has been brought in to handle the communications on behalf of the City of Loomexville (modeled after City of Peterborough) for the anticipated storm. Almost 2 feet of snow is predicted to fall in the next 24 hours. Your team needs to create an information strategy that will be used during the storm to ensure good communication.

Consider possible power outages and other issues that could arise that would hinder a normal response to an abnormal large-scale emergency that may occur.

Your plan should consider:

- Internal Stakeholders
- External Partners
- Traditional Media
- Social media – to who with what messaging
- Media Monitoring
- Key Messages
- Internal messaging
- Prepare for a news conference including picking the appropriate messaging, panel and moderator.

**EXPECTED OUTCOME**