

Crisis Communications Exercise

Mock Interview Exercise
FROM: TO: TIME:
INPUT/ACTION/RESPONSE/REQUEST
The City of Loomexville has been preparing for the total eclipse happening April 26, 2024. Loomexville has a population of 160,000 people. With the eclipse, Loomexville is expected to see three times the population today with about 1/3 staying overnight.
It is expected the city will be in grid lock and many concerns have been raised about parking on streets and the ability for emergency vehicles respond.
Local hospitals are expecting to see about 3,000 patients with eye damage from watching the eclipse without proper protection.
Your team has been tasked with creating an information strategy for the day of the eclipse.
EXPECTED OUTCOME