Crisis Communications Checklist

The Communications and Marketing Director will assign roles and oversee the event checklist. If a specific item is irrelevant to the crisis, it will be marked as N/A. The initials of the Crisis Team member responsible for each completed task will be recorded next to the task.

- ☐ Crisis Communications Team activated

- ☐ Crisis Communications Team roles assigned

- ☐ Crisis level assigned

- ☐ Executive Leadership Team and Department Directors notified

- ☐ NCAC Board of Directors notified

- ☐ NCAC Staff notified

- ☐ Multidisciplinary Team notified

- ☐ Stakeholders notified

- ☐ Spokesperson assigned

- ☐ Incident acknowledged with appropriate pre-written social media statements and with appropriate modifications as needed.

- ☐ Media notified with pre-written statement and with appropriate modifications as needed

- ☐ Clients notified

- ☐ Communication instructions provided for NCAC staff

- ☐ Script provided for NCAC Receptionists.

- ☐ Main phone line message updated

- ☐ Media monitoring service contacted