

DRII/BCI Professional Practice Narrative:

- Develop, coordinate, evaluate, and exercise plans to communicate with internal stakeholders (employees, corporate management, etc.) external stakeholders (customers, shareholders, vendors, suppliers, etc.) and the media (print, radio, television, Internet, etc.)

Generally Accepted Practices (GAP) Notice:

- This document is to serve as a repository of knowledge which is to be applied across various verticals
- This document contains a conceptual basis for Program development vs. an auditable checklist

| Subject Area 9 – Public Relations and Crisis Coordination | | | | |
|--|----------|--|--|---|
| Sub-Topic #1 PLANNING | # | What | How | Point of Reference |
| Planning | 1 | Ensure the company’s Communications Department has identified key resources designated to initiate crisis communications. with employees, business partners, vendors, government and external media. | <ul style="list-style-type: none"> • Have Senior Management identify any additions or deletions of key resources. • Consider including: government, employees, customers, media/Communications Department, business partners, vendors, etc. • Obtain Senior Management approval on sponsorship for designated and trained internal resources. | <ul style="list-style-type: none"> • Stakeholder listing (company, rep. name, primary and alternate contact information, etc.) • Implement standard sign-off forms or agreements as evidence of approval. |
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Subject Area 9 – Public Relations and Crisis Coordination

| Sub-Topic #2 DEVELOP | # | What | How | Point of Reference |
|-------------------------|---|---|--|--------------------|
| Develop | 1 | Develop Crisis Communication Plans with internal personnel (management, staff, response teams, etc.) | <ul style="list-style-type: none"> • Obtain contact (during and after business hours) information for personnel. • Establish notification lists for Senior Management. • Establish notification lists for Crisis Management teams. • Establish notification lists for internal departments. • Establish notification lists for other response teams | |
| | 2 | Document procedures and identify tools to manage relationships and communications process with external partners: business partners, governmental agencies, vendors, etc. | <ul style="list-style-type: none"> • Identify and obtain contact (during and after business hours) information for external partners • Establish credentials for key contacts for future events; also identify access levels for credentials. • Establish relationships in advance of emergency events. • Develop ongoing procedures / tools to manage relationships with the external partners. • If appropriate to the environment, partner with HR to automatically update / maintain the contact lists. | |

Subject Area 9 – Public Relations and Crisis Coordination

| Sub-Topic #2 DEVELOP | # | What | How | Point of Reference |
|-------------------------|---|---|--|--|
| | 3 | Develop Crisis Communication Plans with the media | <ul style="list-style-type: none"> • Identify and obtain contact (during and after business hours) information for media representatives (internet, radio, tv, print, etc.) • Establish credentials for key media representatives for future events; also identify access levels for credentials. • Establish relationships in advance of emergency events. • Develop ongoing procedures / tools to manage relationships with the stakeholders. • Establish designated internal / external locations for media briefings. | |
| | 4 | Develop an Awareness and Education Program for Staff and Management | <ul style="list-style-type: none"> • Partner with Security and Facilities to identify methods for integration with existing programs. • Identify the media type, frequency, methods of distribution, etc. regarding the program. | Subject Area 7: Awareness and Training |
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| Subject Area 9 – Public Relations and Crisis Coordination | | | | |
|--|----------|---|--|-----------------|
| Sub-Topic #3 IMPLEMENT | # | What | How | Examples |
| Implement | 1 | Establish communication methods (i.e., 800 number, website, pager distribution lists, conference lines, etc.) | <ul style="list-style-type: none"> Partner with the Human Resources and Telecommunications Dept., etc. to establish an 800 # that can be activated at time of an event to communicate status information to employees as well 800 numbers for crisis communication teams, etc. Develop distribution lists for various management teams, response teams, etc. | |
| | 2 | Contain media personnel during an event. | <ul style="list-style-type: none"> Work with physical security and management to direct media personnel to designated location(s). | |
| | 3 | Educate employees to direct media inquiries to the Communications Department. | <ul style="list-style-type: none"> Print and distribute memo instructing employees to direct any media inquiries to the PR Department | |
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Subject Area 9 – Public Relations and Crisis Coordination

| Sub-Topic #4 EXERCISE | # | What | How | Examples |
|--------------------------|---|--|---|---|
| Exercise | 1 | Develop Exercise | <ul style="list-style-type: none"> • Determine participants. • Schedule times and locations. | Subject Area 8: Maintaining and Exercising BC Plans |
| | 2 | Facilitate Exercise | <ul style="list-style-type: none"> • Monitor the progress and keep everyone on a time schedule. | Subject Area 8: Maintaining and Exercising BC Plans |
| | 3 | Involve appropriate external parties during exercise events. | <ul style="list-style-type: none"> • Extend invitations to department representatives to participate in the exercise. • Carefully select the time during the event to involve the media, if at all. | Subject Area 8: Maintaining and Exercising BC Plans |
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Subject Area 9 – Public Relations and Crisis Coordination

| Sub-Topic #5 MAINTAIN | # | What | How | Examples |
|--------------------------|---|--|-----|---|
| Maintain | 1 | Identify objectives and plans required for update. | • | HB 292: 2006 – Practitioners Guide to Business Continuity Management. |
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External References: Standards, Guidelines & National Practice Publications

ANSI / NFPA 1600:2007 – Standard on Disaster/Emergency Management and Business Continuity Programs. National Fire Protection Association, March 2007. (Source: <http://www.nfpa.org>.)

BS 25999-1: 2006 – Business Continuity Management – Part 1: Code of Practice. BSI Business Information, November 2006. (ISBN: 0 580 49601 5. Source: <http://www.bsi-global.com>.)

Business Continuity Guideline, A Practical Approach to Emergency Preparedness, Crisis Management, and Disaster Recovery. ASIS International, 2005. (Source: <http://www.asisonline.org/guidelines/guidelinesbc.pdf>.)

Crisis Communications Handbook. Jane's Information Group, January 2005. (ISBN: 0-7106-2596-0. Source: <http://catalog.janes.com/catalog/public/index.cfm>.)

FEMA 141: Emergency Management Guide for Business and Industry. FEMA, October 1993. (Source: <http://www.fema.gov/pdf/library/bizindst.pdf>.)

Federal Information System Controls Audit Manual. General Accounting Office (GAO), July 1999. (Source: <http://www.gao.gov/special.pubs/mgmtpln.pdf>)

HB 292: 2006 – Practitioners Guide to Business Continuity Management. Standards Australia /Standards New Zealand, June 2006. (ISBN: 0-7337-7472-5. Source: <http://www.saiglobal.com>.)

HB 293: 2006 – Executive Guide to Business Continuity Management. Standards Australia /Standards New Zealand, June 2006. (ISBN: 0-7337-7488-1. Source: <http://www.saiglobal.com>.)

Open for Business, Disaster Planning Toolkit for Small to Mid-Sized Business Owners. Institute for Business and Home Safety (IBHS), January 2005. (Source: <http://www.ibhs.org/docs/OpenForBusiness.pdf>.)

TR 19: 2005 – Technical Reference for Business Continuity Management. SPRING Singapore, 2005. (ISBN: 981-4154-13-X. Source: <http://www.spring.gov.sg>.)