

SEVEN STEPS TO CRISIS PREP

1. Get a Head Start - Brainstorm

The first step in developing your media plan is to create a list of all possible crises and special events that your school could experience. This is important because it will help you identify specific scenarios and develop a plan for each one. Will you have an H1N1 outbreak? The next Olympian? Teacher of the Year? Remember, the response from the media and the planning involved will be similar whether you have a crisis situation or a visit from the President of the United States. It is important to have a plan to manage the media, no matter which scenario you're facing.

Steps

1. **Assemble a group of important decision makers** and thought leaders from your school in the same room. This could be done in conjunction with your overall crisis management planning.
2. **Brainstorm every possible type of crisis** or special event that could happen at your school in the next year. Be sure to include small and big, good and bad stories. You could spend all day, but of course you don't have that kind of time. Allow one hour.
3. **Select 10 to 12 scenarios** and group them by the level of media coverage you could expect: large, medium, or small.
4. Work through the list to **devise your response**. Once you do the first crisis workout project, the others will move fairly quickly.