

Checklist: First 48 Hours Critical First Steps After Verification

Notification:	Done
1. Use your crisis plan's notification list to ensure all of the communication chain of command is aware and know you are involved.	
2. Ensure your leadership is aware (especially if it comes from the media and not the EOC) of the emergency and that they know you are involved.	
3. Give leadership your first assessment of the emergency from a communication perspective and inform them of the next steps you are taking. <i>Remember: Be first, be right, be credible.</i>	
Coordination:	Done
1. Contact local, state, federal partners now.	
2. If potential criminal investigation, contact FBI counterpart now.	
3. Secure spokesperson as designated in the plan.	
4. Initiate alert notification and call in extra communication staff, per the plan.	
5. Connect with the EOC—make your presence known.	
Media:	Done
1. Be first: Provide a statement that your agency is aware of the emergency and is involved in the response. (Use the "Template for Prescribed, Immediate Response to Media Inquires".)	
2. Be credible: Give directions to media about when and where to get updates from your agency.	
3. Be right: Start media monitoring for misinformation that must be corrected now.	
Public:	Done
1. Trigger your public information toll-free number operation now if you anticipate the public will be seeking reassurance or information directly from your organization. (You can adjust hours of operation and number of call managers as needed.)	
2. Use your initial media statement as first message to the public.	
3. Ensure your statement expresses empathy and acknowledges their concern about the uncertainty.	
4. Give the pre-cleared facts you have and refer them to other information sites as appropriate.	
5. Remind them that your agency has a process in place to mitigate the crisis.	
6. Start public call monitoring to catch trends or rumors now.	
Partner/Stakeholders:	Done
1. Send basic statement to partners (same as media) to let them know you are thinking about them.	
2. Use pre-arranged notification systems (preferably email listserv).	
3. Engage leadership to make important first phone calls, based on your plan, to partners and key stakeholders to let them know your agency is responding.	
4. Use the internal communication system (email) to notify employees that their agency is involved in the response and that updates will follow. Ask for their support.	
Resources:	Done
1. Conduct the crisis risk assessment and implement assignments and hours of operation accordingly. (Use the "ERC Needs Assessment Checklist".)	
2. Stake out your pre-planned place in the EOC or adjoining area.	