## Checklist: First 48 Hours Critical First Steps After Verification

aware and know you are involved.  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.  Give leadership your first assessment of the emergency from a communication perspective and inform them of the next steps you are taking. *Remember: Be first, be right, be credible.*  Dordination:  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.  Iedia:  Dor  1. Be first: Provide a statement that your agency is aware of the emergency and is involved in the response. (Use the "Template for Prescripted, Immediate Response to Media Inquires".)  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.  blic:  Dor  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.  5. Start public call monitoring to catch trends or rumors now.		cation:	Don
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