



## Checklist 4-1: First 48 Hours

### Critical First Steps After Verification:

#### Notification:

- Use your crisis plan's notification list. Make certain that your chain of command has been notified and they know you are involved.
- Ensure that your leadership is aware of the emergency, especially if awareness of the event comes from the media and not the EOC. Let them know you are involved.
- Give leadership your first assessment of the emergency from a communication perspective and inform them of your next steps. Remember: Be first, be right, be credible.

#### Coordination:

- Contact your local, state, and federal partners now.
- Contact your FBI counterpart, if there is potential for criminal investigation.
- Secure a spokesperson as designated in the plan.
- Initiate alert notification and call in extra communication personnel, per the plan.
- Connect with the EOC and make your presence known.

#### Media:

- Be first: Provide a statement that your agency is aware of the emergency and is involved in the response.
- Be right: Begin monitoring the media for misinformation that must be corrected.
- Be credible: Tell the media when and where to get updates from your agency.
- Give facts: Don't speculate. Ensure partners are saying the same thing.

#### The public:

- Trigger your public information toll-free number operation. Do this now if you anticipate that the public will seek reassurance or information directly from your organization. Adjust hours of operation and the number of on-call managers as needed.
- Use your initial media statement as your first message.
- Ensure that your statement expresses empathy and acknowledges public concern about the uncertainty.
- Give the precleared facts you have and refer the public to other information sources as appropriate.
- Remind people that your agency has a process in place to mitigate the crisis.
- Start call monitoring to catch trends or rumors now.



### **Partners and Stakeholders:**

- Send a basic statement to partners and stakeholders to let them know you are thinking about them. Get them involved as needed.
- Use your prearranged notification systems, preferably e-mail lists.
- Engage leadership to make important first phone calls, based on your plan. Have them reach partners and key stakeholders to let them know your agency is responding.
- Use the internal communication system, probably e-mail, to notify employees that their agencies are involved in the response and updates will follow. Ask for their support.

### **Resources:**

- Disseminate contact lists as appropriate.
- Conduct the crisis risk assessment and implement assignments and hours of operation accordingly.
- Stake out your preplanned place in the EOC or adjoining area.