MANAGING A CRISIS INDEX

		PAGE
Flow Chart: Managing a Crisis: At a Glance		4
Managing a GI. II. III. IV. VI. VII. VIII. IX. X.	Types of Crisis Types of Crisis Objectives of a Crisis Management Plan Pre-Crisis Planning Sizing Up the Situation Formulating Action Communicating Your Message Engage Industry Trade Associations Planned Longer Term Actions Lessons Learned Case Study	5 5 5 5 8 9 12 13 14 15
Appendices		
A B C	Crisis Management Exercise Record Retention Regulations/Guidelines Example Company Product Retrieval	16 17
	Procedure	19
D	Choosing the Spokesperson(s)/Spokesperson Tips Worksheets	22
E F	Characteristics Specific to the Media Top Tips for Interviews	25 28
G	Interview Basics	29
H I J	Reality Check Proactively Working with the Media Setting Up Your Crisis Nerve Center – News	30 31
K	Bureau Media Inquiry Form	32 33
L M	Truth Squad Letter Press Release – American Peanut Council	34
N	Responds to PCA's Extended Recall Press Release – Salad Dressings and Mayonnaise	
0	Are Naturally <i>Trans</i> Fat Free Association for Dressings and Sauces Food Security Standby Statement	37 38
Р	Talking Points	39
Q	ADS' Crisis Management Plan for Industry Crisis: A High-Level Overview	40
R	The Association for Dressings and Sauces Diacetyl Fact Sheet	44
S T	Food Safety Facts: Mayonnaise and Dressings Association for Dressings and Sauces Case Study	46 48
References a	and Resources	49