[CLIENT] – CORPORATE COMMUNICATIONS TABLE OF CONTENTS

OVERVIEW		р.	2
1.1 1.2 1.3 1.4		p.	3
SECTION	N 2: A CRISIS HITS – WHAT TO DO FIRST	p.	8
2.1	Step One – Qualify and Assess Crisis Issue	-	
2.2	Step Two – Assemble and Determine a Course of Action		
2.3	Step Three – Mobilize the Communication Management Team and Communicate with Key Audiences		
2.4	Step Four – Evaluate Crisis Issue Response and Management		
SECTION	N 3: CRISIS SCENARIOS, POTENTIAL ISSUES AND CORRESPONDING HOLDING STATEMENTS	p. 1	2
3.1	Possible Crisis Situations for [Client]	-	
3.2	Crisis Communications Scenario Planning Grid		
SECTION 4: APPENDICES		p. 1	6
4.1	Resolution		
4.2	Media Log		
4.3	Quick Response Guidelines		
4.4	Best Practices Reminder		
4.5	Communications Policy & Guidelines		