

Public Relations Crisis Action Plan

Date: [Insert Date]

To: [Insert Recipient Name]

From: [Insert Your Name or Organization]

Subject: Crisis Action Plan Overview

1. Background

Provide a brief overview of the situation that has led to the crisis.

2. Objectives

- List the primary objectives the organization aims to achieve during the crisis.

3. Key Messages

Outline the core messages that will be communicated to the public and stakeholders.

4. Target Audiences

- Identify the key audiences to reach during the crisis.

5. Strategies and Tactics

Detail the strategies and tactics that will be employed to manage the crisis.

6. Communication Plan

Specify how communication will be handled, including channels, frequency, and protocols.

7. Evaluation

Describe how the outcomes will be measured and assessed post-crisis.

8. Conclusion

Summarize the importance of this crisis action plan and the commitment to effective communication.

Sincerely,
[Your Name]
[Your Title]
[Your Organization]