

H1 Industries Crisis Communication Plan

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H1 Industries Crisis Communication Plan

In a world filled with corrupt and greedy businesses, H1 Industries is dedicated to being different. They vow to put the customer, community and environment first and do what's right, every time, no matter what. As the creators of a hybrid converter, they are already risking their own safety by going up against big oil companies but they have faith that good will prevail and so will they, as long as they stay on the course they've set of good ethics and responsible business practices.

As this paper will demonstrate, H1 Industries understands the risks associated with modifying consumer vehicles and starting a new business in this difficult economy. They are dedicated to the success of this product for the good of many and are willing to accept responsibility for these risks and do everything possible to mitigate them. Should these risks be realized, H1 Industries stands prepared to resolve any crisis in the most swift and ethical manner.

Organization Background & History

H1 Industries is a fledgling company developing a hybrid fuel converter to rival the fuel efficiency and technology of existing hybrid cars. Their goal is to design, manufacture, market and effectively sell a product that will improve gas mileage and decrease emissions on any vehicle, saving their customers gas money, helping the environment and providing a modest profit to the company.

With their only product still in the research and development phase, they are preparing for the testing, funding and production phases of their business. Once they are in production, they will employ a small staff of five to ten full- and part-time assemblers to produce the final product, as well as a small sales team of three to five salespeople to help sell the product online and get placement in retailers and a shipping manager and assistant to ensure timely delivery of product. H1 Industries is devoted to manufacturing their product in the U.S. in order to help their local economy. With this small company of 13-20 employees, H1 Industries also intends to be strong contributor to improve the global economy, environment and their local and national communities, as outlined in their Mission and Vision Statements:

H1 Industries Mission Statement

The mission of H1 Industries is to provide an economical alternative to existing hybrid technology and make it available to anyone who wants better fuel efficiency, less negative impact on the environment and increased performance from their vehicles.

We will empower all drivers with better access to fuel economy technology regardless of the vehicle they drive with a converter that makes every single car more efficient. Our philosophy is that human ingenuity can conquer all; we cannot afford to settle for status quo in preserving our environment and reducing fossil fuel dependency and we are committed to bringing this innovation to the world. We believe all drivers are entitled to better fuel economy options and that it's our collective responsibility to care for our world.

We oppose organizations that prevent the innovation of fuel economy products in order to perpetuate and profit from fossil fuel dependency and we will speak boldly against them to set the proper example for the world. We believe in the greater good and that it will prevail. We commit to being a strong contributor to that greater good.

Essential to our commitment to the greater good is our commitment to charitable contributions. We pledge to donate ten percent of all profits indefinitely to worthwhile and reputable charities that continue to make this world a better place.

H1 Industries Vision Statement

H1 Industries envisions our hybrid technology in every car, creating a better world for us all. The vision of H1 Industries is to make our alternative hybrid technology available to everyone, everywhere and adaptable to any car for the benefit of the environment and all humankind. Our legacy will be innovation, good works and environmental responsibility.

Stakeholder Analysis

H1 Industries values its stakeholders tremendously and strives to put them first in their business dealings and especially in crises. The primary stakeholders who are most important to H1 Industries' success are:

- ***H1 Industries' customers and their customers' families and communities:***

H1 Industries' customers and their customers' families and communities are crucial to the success of H1 Industries because without their patronage, H1 Industries would not be able to continue as a successful business.

- ***H1 Industries' Employees (10-20 people in manufacturing, shipping and sales departments) and their employees' families:***

Without H1 Industries' Employees and their families who support them, H1 Industries would not be able to run a successful business.

- ***H1 Industries' Shareholders:***

This stakeholder group is critical in order to continue to perpetuate the crisis recovery and success of the company. Their reputation is at stake, as well as their investment capital, livelihoods and liability.

- ***Media:*** The local and national media are important stakeholders for H1 Industries, as they will help perpetuate H1 Industries reputation, for better or worse, and in turn help earn or lose potential customers.

- ***Environmental Groups:*** Environmental groups are important stakeholders because their endorsement of the hybrid converter is essential for the on-going success of the product and company.

- ***Product suppliers:*** Product suppliers are critical to H1 Industries success to be sure they have the raw materials necessary to successfully manufacture their product and maintain a success business.

H1 industries Secondary Stakeholders, who do not play an active role in day-to-day activities but are still important to their overall success, are as follows:

- **Local community:** H1 Industries is located in beautiful American Fork, Utah and deeply values their relationship with their local community. They feel a deep commitment to providing jobs and income to their beautiful city and their reputation in their community is of the utmost concern.
- **Potential customers:** Potential customers are essential stakeholders for H1 Industries, as they are the future of their business. Without a growing customer base, H1 Industries will not be able to grow their business.
- **Car industry:** The car industry is an important stakeholder group because of the power they wield and H1 Industries need to align their product with the existing cars on the market.
- **Oil industry:** The oil industry is an important stakeholder group because of their potential threat of competition, espionage or physical harm to shareholders.
- **Communities of customers:** Should the H1 Industries converters or the cars they are installed on malfunction and cause an accident, it may affect their customers' community, making them potential stakeholders. Also, this community may also be considered potential customers who may hear about the converter through word-of-mouth and choose to purchase, or not, depending on what people say about it.

Risks Assessment

Since H1 Industries' hybrid converter product is installed on existing vehicles, there are inherent risks in modifying consumers' vehicles. Safety is H1 Industries' utmost priority as a morally conscious and responsible company. They believe it is their ethical imperative to protect their employees' and customers' safety and quality of life.

Therefore, the worst crisis imaginable for H1 Industries would be a product defect leading to the injury of their customer(s), not only because they have a moral obligation to protect their customers from harm, but because such an injury would betray the trust H1 Industries works hard to establish with each and every customer. Additionally, this type of crisis would do significant damage to the reputation of the company and product, as well as add

undue expenses to the company in the form of recalls and remanufacturing of the defective product. It would also jeopardize future sales and, ultimately, the success of the company. Likewise, accident or harm to consumers due to improper installation of the product would be equally as devastating a crisis for H1 Industries as their reputation depends on the simple and safe installation of the product.

A product defect would create widespread crises that a new company may not be able to overcome, making that a huge risk for H1 Industries. Similarly, if the product were found to be ineffective, either due to product defect or improper installation, that could also be very damaging to the reputation of the product and company and may lead to the end of this company in its infancy.

Another significant risk would be potential accident and/or harm to manufacturing employees during production since it jeopardizes their safety, a top priority for H1 Industries. This poses risks in the form of burdensome company liability, slowed production time and undue employee turnover requiring more training time for new employees. More than anything, H1 Industries believes in doing the right thing, every time, and that includes taking good care of their employees so a crisis of this variety would go against all their goals and threaten their survival.

As with any revolutionary product or idea, there is significant threat of corporate espionage and competition from larger, more established companies with the capital and experience capable of killing H1 Industries in its infancy. Similarly, H1 Industries shareholders acknowledge risk to their personal safety due to their competition with large, powerful, oil industry mega-corporations.

Financial loss due to the current state of the economy also poses a significant risk to H1 Industries as they are a new company with few resources to maintain business through difficult times.

Likewise, if H1 Industries is unable to manufacture their product quickly enough, or economically enough to support demand, they run the risk of forfeiting business and losing

precious media buy investment capital, which would become a crisis if not overcome quickly. The same risks exist if they do not have suppliers who can provide raw materials quickly enough to fulfill orders.

Media Analysis

The media is a powerful partner to utilize in the midst of crises. The media is also a critical stakeholder in any crisis as the established agent representing the public; they are responsible for demanding and disseminating information to the rest of the stakeholders. According to Paul Lee (2003, p.1), "People rely on mass media for information, interpretation and solidarity. In particular, media's solidarity function is valued more by the public than its watchdog function during crisis." They are a powerful force that should be used to the best advantage to resolve a crisis. They are obligated to report on the crisis and you can take advantage of their coverage to portray the best information possible, to establish trust by being honest and available throughout the crisis, and to continue nurturing your relationship with the media and the public throughout and following a crisis. Honesty and integrity are essential with the media, as your words will invariably come back to haunt you otherwise. Mass media are essential to effectively contacting all stakeholders affected by the crisis.

It is essential that the media be used as an ally, working together to inform and protect the public, rather than an opponent who feels the need to investigate and enhance suspicions because of stonewalling, creating bad press before any facts are even available, as was the case with TWA: "Following the incident, the media criticized TWA for not providing timely information to the victims families. Although the cause of the accident had not been discovered, TWA's failure to provide consistent information or concrete data about the crisis kept the company in an unfavorable media spotlight for months...when there was, in this particular case, no information that TWA could have provided to satisfy the media" (Pearson & Clair, 1998).

Social media in particular should be used to establish rapport with your stakeholders in advance of any crises in order to develop "a reservoir of goodwill and commitment" (Ulmer et. al, p. 55) and continue to inform the stakeholders during and following a crisis. Social media is a

perfect vehicle for interactive and on-going dialog and especially for listening to your stakeholders before, during and after a crisis, to make sure their concerns are addressed and potential crises are averted in the future. H1 Industries would use the following media most heavily in the event of a crisis:

- **Local news TV stations:** Local news TV stations is one of the most critical media outlets for H1 Industries in the event of a crisis because they have the power to disseminate information faster than almost any other source. This expediency is especially important in a crisis where people are desperate for information.
- **Local newspapers:** Local newspapers are important media outlets during a crisis because they have consistent readers and the space to go into more details when a crisis happens. They also update their stories online throughout the day, so they are a good source of disseminating details very quickly and on an on-going basis.
- **Local radio stations:** Local radio stations are a critical media outlet during a crisis because they have a wide reach in the community and will already have a positive relationship with H1 Industries through on-going advertising. H1 Industries will have the potential to change the existing ad spots to status updates, recalls and /apologies as needed and on short notice. They also have the potential to do longer interviews.
- **Company Website:** The H1 Industries company website is an integral outlet during a crisis as it can be updated quickly and remotely and serves as a media hub for all other media sources. It also has the benefit of easily linking readers to positive information about the company to help offset the negative impression of the crisis.
- **Social Media:** Social media is an essential part of daily life and an invaluable resource during crisis. It can be updated quickly, remotely and by multiple sources, to get the most information possible, as quickly as possible. Likewise, because social media is the new social norm and permeates our culture, it is the first place most people will look for minute-by-minute updates.

Crisis Communication Plan Overview & Summary

H1 Industries prides itself on practicing strong ethics at all times. This is especially important during times of crises, when stakeholders feel anxious and uncertain. For H1 Industries, a crisis constitutes any event, natural or man-made, that disrupts the flow of business, harms employees or customers or damages the environment or company reputation. Their goals for handling a crisis are to a.) Communicate the situation to stakeholders early, often, honestly and compassionately, b.) Resolve the crisis quickly by any means morally and reasonably possible, and c.) Take responsibility and make amends.

In the event of a crisis, the H1 Industries CEO, Marinda Bean will be the sole media contact and will go immediately to any crisis scene with Mike Holmes, VP R&D and subject matter expert, to investigate the incident and report to the media. The first press conference would be held immediately following the crisis at that location and every day thereafter at a command center at H1 Industries headquarters, up to three times daily, until the crisis is resolved. Please see Appendix A For the full Crisis Communication Plan.

Conclusion

As demonstrated by this paper and the accompanying Crisis Communication Plan, H1 Industries stands out among the businesses of the world as the ethical standard. They put their customers, employees and community first in every way and these priorities will help them gain success in every situation, including crises. They are dedicated to the success of this product for the higher good and are willing to accept responsibility for these risks and do everything possible to mitigate them. Should these risks be realized, H1 Industries vows to resolve any crisis in the most swift and ethical manner.

References

- Lee, Paul S.N. (July 2, 2003). The Role of Mass Media in Crisis; After SARS: Education and Research Agenda for the Future. School of Journalism & Communication, The Chinese University of Hong Kong.
- Pearson, Christine M. & Clair, Judith A. (January 1998). Reframing crisis management. *The Academy of Management Review*; Jan 1998; 18.
- Ulmer, R. R., Sellnow, T. L., & Seeger, M. W. (2011). *Effective crisis communication*. (Second ed.). Los Angeles, London, New Delhi, Singapore, Washington DC: SAGE Publications.

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Crisis Philosophy:

H1 Industries prides itself on practicing strong ethics at all times. This is especially important during times of crises, when stakeholders feel anxious and uncertain. When in doubt, the H1 Industries' communication policy is the 'Golden Rule,' which is to say, do and say whatever you would have done and said to you, if the roles were reversed.

Definitions and Examples of H1 Industries Potential Crises:

"An organizational crisis is a specific, unexpected, and nonroutine event or series of events that create high levels of uncertainty and simultaneously present an organization with both opportunities for and threats to its high-priority goals....Crises are not intrinsically negative forces in society....crises can actually lead to positive outcomes...opportunities for learning and improving...turning points in an organization's life cycle; crises provide opportunities with the potential to leave the organization stronger in some ways than it was before the crisis" (Ulmer, 2011, p. 7). For H1 Industries, a crisis is any event, natural or man-made, that disrupts the flow of business, harms employees or customers or damages the environment or company reputation.

Goals for Handling a Crisis

- Communicate the situation to stakeholders early, often, honestly and compassionately
- Resolve the crisis quickly by any means morally and reasonably possible
- Take responsibility and make amends

Risks Assessment:

H1 Industries is particularly sensitive to the following Risks:

1. Accident/harm to consumers from product defect
2. Accident/harm to consumers from improper installations
3. Accident/harm to manufacturing employees during production
4. Product not working effectively due to defect or improper installation
5. Corporate espionage/competition killing company in its infancy
6. Financial loss due to economy
7. Inability to manufacture fast/cheap enough/poor suppliers/not enough staff
8. Terrorist attacks
9. Natural disasters

Since H1 Industries' hybrid converter product is installed on existing vehicles, there are inherent risks in modifying consumers' vehicles. Safety is H1 Industries' utmost priority as a morally conscious and responsible company. They believe it is their ethical imperative to protect their employees' and customers' safety and quality of life.

Therefore, the worst crisis imaginable for H1 Industries would be a product defect leading to the injury of their customer(s), not only because they have a moral obligation to protect their customers from harm, but because such an injury would betray the trust H1 Industries works hard to establish with each and every customer. Additionally, this type of crisis would do significant damage to the reputation of the company and product, as well as add undue expenses to the company in the form of recalls and remanufacturing of the defective product. It would also jeopardize future sales and, ultimately, the success of the company.

Likewise, accident or harm to consumers due to improper installation of the product would be equally as devastating a crisis for H1 Industries as their reputation depends on the simple and safe installation of the product.

A product defect would create widespread crises that a new company may not be able to overcome, making that a huge risk for H1 Industries. Similarly, if the product were found to be ineffective, either due to product defect or improper installation, that could also be very damaging to the reputation of the product and company and may lead to the end of this company in its infancy.

Another significant risk would be potential accident and/or harm to manufacturing employees during production since it jeopardizes their safety, a top priority for H1 Industries. This poses risks in the form of burdensome company liability, slowed production time and undue employee turnover requiring more training time for new employees. More than anything, H1 Industries believes in doing the right thing, every time, and that includes taking good care of their employees so a crisis of this variety would go against all their goals and threaten their survival.

As with any revolutionary product or idea, there is significant threat of corporate espionage and competition from larger, more established companies with the capital and experience capable of killing H1 Industries in its infancy. Similarly, H1 Industries shareholders acknowledge risk to their personal safety due to their competition with large, powerful, oil industry mega-corporations.

Financial loss due to the current state of the economy also poses a significant risk to H1 Industries as they are a new company with few resources to maintain business through difficult times.

Likewise, if H1 Industries is unable to manufacture their product quickly enough, or economically enough to support demand, they run the risk of forfeiting business and losing precious media buy investment capital, which would become a crisis if not overcome quickly. The same risks exist if they do not have suppliers who can provide raw materials quickly enough to fulfill orders.

While terrorist attacks are uncommon and unlikely, any threat that may be considered a terrorist attack will be taken with the utmost precaution and treated as a serious threat. In the case of a terrorist attack targeting H1 Industries, the first priority will be securing the safety of employees and affiliated stakeholders.

With a company located in Utah, there is expectation and planning for snow storms, including blizzards that may knock out power to the company and halt production, or prevent employees from accessing the company location.

Crisis Timeline:

Day of Crisis Notification:

- Company learns of crisis event
- Clear the crisis area of all people; If crisis is on company property, use Evacuation Roster (Appendix B) to account for all employees and record personal information of all visitors.

- CEO (Marinda Bean) and VP of R&D (Mike Holmes) report immediately to scene of crisis to investigate, help where possible and relay information back to VP of Sales & Marketing, Rachel Holmes, at company headquarters.
- Rachel Holmes fields calls, keeps a call log, and establishes a command center/press conference room in the company conference room.
- Press conference called immediately following arrival at scene and initial information is gathered
- In case of injury, request hospital bills to be sent directly to H1 Industries

Each day until crisis is resolved:

- Schedule press conference for 9:00 a.m., 2:00 p.m. and 7:00 p.m.
- 9:00 a.m.: Re-cap prior day's events/progress, state plan for the day to resolve crisis
- 2:00 p.m.: Update that day's progress of plan to resolve crisis
- 7:00 p.m.: Re-cap day's progress and outline next day's plan to resolve crisis
- 4:00 p.m.: Issue press release updating status of crisis resolution progress

When crisis is resolved:

- Hold final press conference and issue press release explaining full story, offer final apology, make amends and provide an action plan to avoid such crises in the future.

The H1 Industries Crisis Communication Response Team and their Roles:

H1 Industries is a brand new company with their only product still in development, so it only has three employees to date: Marinda Bean, CEO, Rachel Holmes, VP Sales and Marketing, and Mike Holmes, VP Research & Development (R&D). When production begins, approximately 13-17 employees will be hired in manufacturing, sales and shipping roles.

Depending on the particular crisis, all three may be required serve as the spokesperson and all three will make up the Crisis Response Team.

Marinda Bean, CEO, Lead Spokesperson:

Marinda Bean, CEO, will be lead spokesperson and head up the Crisis Response Team because she has intimate working knowledge of all areas of the company and product development (Podolak, 2002). She also has on-camera, public speaking, crisis management and public relations training to be able to represent the company well and convey the messages necessary to resolve any crisis. Bean also has experience with law enforcement and emergency situations, special educator training and a solid moral compass to provide a diverse background to help resolve a crisis and be sure that the company resolves the issue morally and sensitively in order to meet all stakeholders' needs. As an attractive, intelligent, well-spoken woman, she will instill confidence without being perceived as arrogant or aggressive.

Mike Holmes, VP R&D, Subject Matter Expert:

Mike Holmes, VP of R&D, will be present for all press conferences as a resource to answer all technical questions about the product or installation process. As a retired police officer, he has emergency training and compassion necessary to respond to a variety of crises. He is also well-spoken, articulate and unassuming, instilling extreme confidence in those present.

Rachel Holmes, VP Sales and Marketing, Command Center Lead:

Rachel Holmes, VP Sales and Marketing, will be responsible to communicate messages to stakeholders electronically (email and website), as well as directing and overseeing the sales staff

to field questions and complaints as needed. She will also interface with suppliers and distributors to communicate the situations as it pertains to them. Rachel Holmes is extremely steady under pressure and has the backbone to deal with any situation and the integrity and compassion to do so in a manner that represents the company well.

Crisis Communication Team Contact Information and Actions:

Marinda Bean: 801-400-0896 (cell)

Contact Media

Media Contacts:

TV News:

KUTV (CBS, channel 2) news desk: 801-839-1234

KSL (NBC, channel 5) news desk: 801-575-6397

KSTU(FOX, channel 13) news desk: 801-536-1313

KTVX (ABC, channel 4) news desk: (801)975-4401

Newspapers:

Deseret news desk: 801- 237-2169

Salt Lake Tribune news desk: 801-257-8743

Daily Herald news desk: 801-344-2530

Rachel Holmes: 801-691-6777

Contact Employees, Distributors and Suppliers

Employee Contacts:

n/a at this time. When employees are hired and distributor and suppliers are contracted, a roster of their full name, cell phone, home phone, home address and emergency contact person and their phone number(s) should be listed here.

Mike Holmes: 801-610-2832

Contact local authorities and/or utilities if applicable:

Local authorities and/or Utilities:

Questar Gas (natural gas company): 1-800-767-1689

Rocky Mountain Power (electric company): 1-877-508-5088

American Fork Police Dispatch/Animal Control: 911 or 801-763-3020

American Fork Hospital: 801-855-3300

Stakeholder Analysis.

H1 Industries values its stakeholders tremendously and strives to put them first in their business dealings and especially in crises. The primary stakeholders who are most important to H1 Industries' success are:

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Without H1 Industries' Employees and their families who support them, H1 Industries would not be able to run a successful business.
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Media Analysis:

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crisis.” They are a powerful force that should be used to the best advantage to resolve a crisis. They are obligated to report on the crisis and you can take advantage of their coverage to portray the best information possible, to establish trust by being honest and available throughout the crisis, and to continue nurturing your relationship with the media and the public throughout and following a crisis. Honesty and integrity are essential with the media, as your words will invariably come back to haunt you otherwise. Mass media are essential to effectively contacting all stakeholders affected by the crisis.

It is essential that the media be used as an ally, working together to inform and protect the public, rather than an opponent who feels the need to investigate and enhance suspicions because of stonewalling, creating bad press before any facts are even available, as was the case with TWA: “Following the incident, the media criticized TWA for not providing timely information to the victims families. Although the cause of the accident had not been discovered, TWA’s failure to provide consistent information or concrete data about the crisis kept the company in an unfavorable media spotlight for months...when there was, in this particular case, no information that TWA could have provided to satisfy the media” (Pearson & Clair, 1998).

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H1 Industries would use the following media most heavily in the event of a crisis:

- **Local news TV stations:** Local news TV stations is one of the most critical media outlets for H1 Industries in the event of a crisis because they have the power to disseminate information faster than almost any other source. This expediency is especially important in a crisis where people are desperate for information.
- **Local newspapers:** Local newspapers are important media outlets during a crisis because they have consistent readers and the space to go into more details when a crisis happens. They also update their stories online throughout the day, so they are a good source of disseminating details very quickly and on an on-going basis.
- **Local radio stations:** Local radio stations are a critical media outlet during a crisis because they have a wide reach in the community and will already have a positive relationship with H1 Industries through on-going advertising. H1 Industries will have the potential to change the existing ad spots to status updates, recalls and /apologies as needed and on short notice. They also have the potential to do longer interviews.
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new social norm and permeates our culture, it is the first place most people will look for minute-by-minute updates.

Media Policies and Procedures:

H1 Industries appreciates the media as are partner in ensuring our stakeholders are well-informed and will be treated with respect. That respect requires complete honesty. However, that does not mean that any employee of H1 Industry should represent the company to the media. They should, instead, refer media members to Marinda Bean, CEO and official H1 Industries spokesperson.

In the event of a crisis, media will be welcome to attend press conferences and will receive regular press releases with updated information. Their calls will be received 24 hours a day during times of crisis and will also be welcome to individual interviews as scheduled.

Instructions for non-spokespersons:

Please offer sincere sympathy, direct all questions to the CEO and offer Emergency Contact Resource Cards (Appendix A).

Sample Card:

**H1 Industries
Emergency Contact Resources:**

Marinda Bean, CEO, Media Spokesperson

123 Industrial Parkway, American Fork, Utah

24-hour Cell Phone: 801-400-0896

References:

Ulmer, R. R., Sellnow, T. L., & Seeger, M. W. (2011). Effective crisis communication. (Second ed.). Los Angeles, London, New Delhi, Singapore, Washington DC: SAGE Publications.

Appendix A

Emergency Contact Resource Cards

In case of emergency/crisis, Rachel Holmes, VP Sales/Marketing should print these cards onto white cardstock, cut out, then distribute to H1 Industries employees, press and anyone else seeking updates regarding the crisis.

<p style="text-align: center;">H1 Industries Emergency Contact Resources</p> <p>Marinda Bean, CEO, Media Spokesperson 123 Industrial Way, American Fork, Utah 24-hour Cell Phone: 801-400-0896 Company Website: www.H1Industries.com Facebook: H1 Industries group Twitter: @H1Industries</p>	<p style="text-align: center;">H1 Industries Emergency Contact Resources</p> <p>Marinda Bean, CEO, Media Spokesperson 123 Industrial Way, American Fork, Utah 24-hour Cell Phone: 801-400-0896 Company Website: www.H1Industries.com Facebook: H1 Industries group Twitter: @H1Industries</p>
<p style="text-align: center;">H1 Industries Emergency Contact Resources</p> <p>Marinda Bean, CEO, Media Spokesperson 123 Industrial Way, American Fork, Utah 24-hour Cell Phone: 801-400-0896 Company Website: www.H1Industries.com Facebook: H1 Industries group Twitter: @H1Industries</p>	<p style="text-align: center;">H1 Industries Emergency Contact Resources</p> <p>Marinda Bean, CEO, Media Spokesperson 123 Industrial Way, American Fork, Utah 24-hour Cell Phone: 801-400-0896 Company Website: www.H1Industries.com Facebook: H1 Industries group Twitter: @H1Industries</p>
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Appendix B

Evacuation Procedure and Roster

Evacuation Procedure: In case of evacuation from company headquarters, all employees and visitors should meet in the north parking lot, grouped by department. Each department supervisor should account for employees in their respective department and report to Rachel Holmes.

Evacuation Roster:

Accounted For:	Employee:	Cell Phone:	Emergency Contact Person:	Emergency Contact Person Phone:
	<i>Executive Team</i>	801-400-0896		
	1. Marinda Bean	801-610-2832		
	2. Mike Holmes	801-691-6777		
	3. Rachel Holmes			
	<i>Sales Team</i>			
	1.			
	2.			
	3.			
	4.			
	5.			
	<i>Assembly Team</i>			
	1.			
	2.			
	3.			
	4.			
	5.			
	<i>Shipping Dept.</i>			
	1.			
	2.			