

Kids Ocean Day
11 December 2017

KIDS OCEAN DAY



CRISIS COMMUNICATION PLAN

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Crisis Preparedness

Introduction

This pre-made crisis communication plan for Kids Ocean Day, a project of the Malibu Foundation is to prepare this non-profit for unexpected disasters of any kind. This crisis plan includes crises such as, accidents, natural disasters, malevolence, rumors, and misdeeds. Due to each crisis being different, this plan will show Kids Ocean Day how to respond to its public with different strategies. The desired outcome for this project is to train this nonprofit to be prepared for any disaster and know how to reach out to its public in an effective way. The goal of this crisis communication plan is to establish guidelines for dealing with different incidents and to make sure that the crisis team is familiar with these procedures and their roles during an event of a crisis.

Crisis Task Force

The following members of Kids Ocean Day listed below are in charge of managing the crises.

- **Founder and Executive Director:** Michael Klubock
 - **Phone:** 1(310) 614-5578
 - **Email:** Michael@Klubock.com
 - **Description:** Michael Klubock is the spokesperson of the organization. He will communicate to the public/media about the crisis. Michael is also in charge of social media accounts as he will be in charge of posting information on Facebook and Instagram with the help of Tatum Wan and is in charge of sending out emails, phone calls, and texts to the members of the crisis team during the crisis.
- **Artistic Director:** Joy Klubock (Michael's wife)
 - **Phone:** 310-278-0209
 - **Email:** JoyKlubockKOD@gmail.com
 - **Description:** Joy creates animations and drawings for Kids Ocean Day.
- **Web Coordinator:** Gina Borys
 - **Phone:** 818-292-2275
 - **Email:** GeeBorys@Charter.net
 - **Description:** Gina is in charge of publishing content on the website and also designs themes and layouts for Kids Ocean Day. During a crisis, Gina will be in charge of making a dark website (IF NEEDED) and will be in charge of publishing statements onto the website.

- **Communicator:** Tatum Wan
 - **Phone:** 818-590-1530
 - **Email:** Tatum@TatumWanco.com
 - **Description:** Handles external/internal communications. Tatum is in charge of disseminating information on external/internal media channels. He will make speeches, emails, memos, etc. to communicate with the internal and external stakeholders during a crisis. Tatum is also in charge of helping Michael with postings on social media.
- **Secretary:** Jeff Bernstein
 - **Phone:** (206)946-6642
 - **Email:** jrb@post.harvard.edu
 - **Description:** As secretary, Jeff is in charge of a variety of tasks. Jeff is in charge of scheduling appointments and meetings as well as answering phones and sending out emails. During a crisis, Jeff will be assisting Michael with calls and will be scheduling appointments/meetings with news outlets (IF NEEDED).
- **Financial Officer:** Jim Kridel
 - **Phone:** (213) 400-2700
 - **Email:** jkridel@mac.com
 - **Description:** As the financial officer, Jim is in charge of working with sponsors and donors. During a crisis, Jim will be in charge of communicating with the sponsor and donors of Kids Ocean Day and will inform them about the crisis that is going on.

- **Education Director:** Karen Kazanci
 - **Phone:** (562) 673- 5521
 - **Email:** Karen.kazanci@gmail.com
 - **Description:** Karen assists Michael during the Kids Ocean Day events and helps educate the children about pollution. During a crisis, Karen will be in charge of handling calls with the school districts and will be emailing parents of the children who are affected by the crisis.

Location of Command Center

If a crisis occurs, the members of KOD will meet at Michaels residence listed below. The materials needed to prepare for the crisis are: laptops, phones, contact list of the students' parents, names of schools attended, and names of student and teacher who were affected.

- 1471 S. Bedford Street, Los Angeles, California

Important Contacts

Emergency Contact Info:

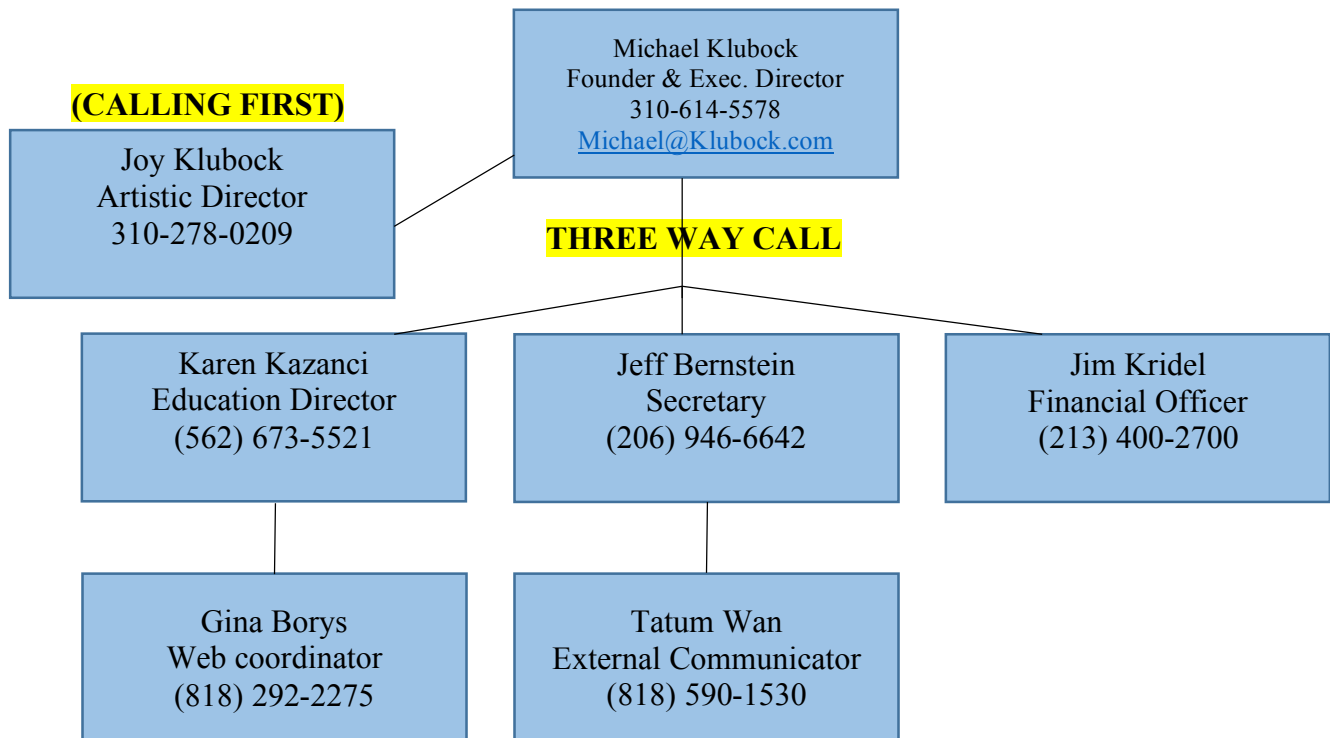
In case the members are MIA during a crisis please contact the following numbers:

- Call 911
- Malibu Fire Department: 1(310) 457-2578
- Los Angeles County Sheriff's Department Malibu Station: (818) 878-1808

Local Organizations:

- California Coastal Commission: Sylvie Lee
 - Phone: (415) 904- 5271
 - Email: slee@coastal.ca.gov
- S. Groner Associates: Steve Groner
 - Phone: (562) 597-0205
 - Email: sbgroner@gmail.com
- City of Los Angeles: Joyce Kneel-Amaro
 - Phone: 323-342-1570
 - Email: joyce.amaro@lacity.org

Phone Tree



Key Stakeholders

Internal

1. Board members
 - a. Michael Klubock
 - b. Jeff Bernstein
 - c. Jim Kridel
 - d. Karen Kazanci
 - e. Joy Klubock
 - f. Gina Borys
 - g. Tatum Wan
2. Volunteers
3. Staff members

External

1. Social media channels
 - a. Instagram
 - b. Facebook
2. School
 - a. School district
 - b. Students
 - c. Teachers
 - d. Parents/families of students
3. Sponsors/Donors

Brainstorm of Possible Crises

Rumors	Natural Disasters	Malevolence	Accidents	Misdeeds
Misuse of donations	Earthquake	Shooter	Bus crash	Stolen funds
Child abuse	Tsunami	Child gets kidnapped	Helicopter crash	Staff death
Sexual allegations	Flood	Child abuse	Child gets severely injured (choking, breaks a bone, falls from rocks)	Volunteer death
Sexual harassment	Heavy rain	Bomb threat	Child gets lost	Founder death
Assault	Wild fire	Sexual harassment	Illness spreading	Students misbehaving (Fights, bullying)
Racist comments from (volunteer, teacher, staff, founder, members)		Intruder	Sewage leak	Death of a student
		Assault		Suicide
		Stalker		Sexual assault
				Sexual harassment
				Child abuse

Messages and Templates for Each Category

RUMOR: *Misuse of Donation Funds*

Key messages:

1. Rumors have been speculating that Kids Ocean Day have been misusing funds from donators on unrelated items to the nonprofit, we would like to address this issue immediately and put the false accusations to an end, as Kids Ocean Day does not misuse any funds.
2. Kids Ocean Day is devoted to keep inspiring and motivating children to help clean the oceans.
3. Kids Ocean Day provides students with assemblies and an annual beach clean-up where children are taught about the negative impacts of pollution and get to be a part of a life-changing event.
4. Kids Ocean Day does not tolerate any rumors that may have a negative impact on this nonprofit.
5. Kids Ocean Day is very grateful for the donations that give thousands of children the chance to change the world and save the oceans.
6. Kids Ocean Day relies on donations as it makes this nonprofit sustainable and allows for more children to be educated about the impact of pollution.
7. Rumors are taken very serious as they may negatively affect the nonprofits reputation.
8. To prevent a rumor like this from happening again, Kids Ocean will send out emails to each of the donators giving them a list of what the funds are used on.

Response strategies:

Social media

Facebook Statement: Rumors have been circulating around that Kids Ocean Day has been misusing donation money. We would like to put that rumor to a stop and let all our members and donators of Kids Ocean Day that we never misuse funds. Funds are never used on things unrelated to what Kids Ocean Day does. The money given to us are solely to expand this nonprofit and to education children about the importance of protecting the oceans. False allegations that may ruin the reputation of this nonprofit will not be tolerated. From now on Kids Ocean Day will send out emails to our donators providing them information of what the money is being used on. Please contact Michael Klubock for more information via email at Michal@Klubock.com.

Email

To: Kids Ocean Day volunteers and donators

Subject: False allegations about misusing donation funds

Dear, Kids Ocean Day volunteers and donators,

Recently, Kids Ocean Day has been falsely accused of misusing funds. Kids Ocean Day would like to clear up this allegation by informing the people who help do so much for this organization that this rumor is false. Kids Ocean Day has never misused the funds given to us and are only used to cover the expenses of the events used to educate children about marine pollution. For 25 years, Kids Ocean Day has never been accused of misusing funds.

Kids Ocean Day would like to say sorry about the confusion and anger brought to people who have helped this organization. Kids Ocean Day is thankful for all the donations and this program would never be where it is if it wasn't for your donations. To prevent a rumor like this from occurring again, Kids Ocean Day from now on will provide emails to our donators and volunteers of what the funds are being used on.

For additional information about this incident please contact Michael Klubock at 310-614-5578 or via email at Michael@Klubock.com.

Kind Regards,

*Michael Klubock
Founder and Executive Director of Kids Ocean Day*

NATURAL DISTASTER: *Earthquake*

California's greatest natural threat are earthquakes. Due to earthquakes being unpreventable and common in this state, being prepared in case of this crisis is recommended. These following key messages and response strategies should prepare the crisis team on how to address the public/stakeholders during an incident.

Key messages:

(Depending on the severity of the earthquake)

1. With great sadness, Kids Ocean Day is deeply moved by the loss of one of the _____ (students, teacher, members, staff) of _____ (name of the school). (IF DEATH IS INVOLVED).
2. We are very fortunate to say, no one was injured during the time of the earthquake. (NO DEATH INVOLVED).
3. Please donate to official nonprofit organizations with supplies or cash to help the ones affected by this tragedy.
4. Our hearts and minds are with those who were in harm's way.
5. Our deepest condolences are with the families and loved ones of those we were affected by this tragedy.
6. For more information regarding the earthquake during the event please contact Michael Klubock at 310-614-5578.

Response strategies:

(Depending on the severity of the earthquake)

Social Media

Facebook statement: We were faced with a tragic earthquake today. During the event of the _____ (WHICH EVENT), we were hit with a _____ magnitude earthquake. We are still investigating the amount of injuries and deaths (IF ANY) of the earthquake. More information will be provided as soon as we receive more updates from the _____ (police department, fire department). Kids Ocean Day is now accepting donations to help the with the damage caused by the earthquake (IF there is damage). Every donation will be given to the schools and community of Los Angeles. To donate please go on KidsOceanDay.com. For more information please contact Michael Klubock at 310-614-5578 or via email at Michael@Klubock.com.

Instagram post: **(Post a picture of the results of the earthquake or a photo of your choice)** Today was a tragic day as we were hit with an earthquake. We are devastated to say that there were _____ of deaths and _____ injuries (IF ANY). Donations are desperately needed to help the destruction that this earthquake has left. 100 percent of donations given to Kids Ocean Day at

this moment will be given to rescue nonprofits and the Los Angeles community to help those that have been affected. Donate at KidsOceanDay.com. Thank you for your support.

Talking points for the spokesperson (Michael Klubock)

1. Kids Ocean Day thoughts and prayers are with those who have been affected by this earthquake.
2. We are thankful to say that no one was hurt during the earthquake.
3. We are devastated to say that there are ____ deaths and ____ injuries.
4. Due to the damage that this earthquake has brought us, Kids Ocean Day is asking for donations to help repair the Los Angeles community.
5. Please donate at KidsOceanDay.com. Every donation counts.
6. For more questions please contact Michael Klubock at 310-614-5578 or via email at Michael@Klubock.com

Media Statement

KIDS OCEAN DAY

Contact Information
Michael Klubock
310-614-5578
Micael@Klubock.com

(DATE HERE)

MEDIA STATEMENT

(INCIDENT HEADLINE HERE)

At approximately ____ (TIME), we were hit with a ____ (MAGNITUDE OF EARTHQUAKE) at ____ (WHICH EVENT). During the earthquake students were asked to (WHAT ACTIONS WERE TAKEN). (Describe what happened).

As of right now, authorities are determining the amount of injuries or deaths (IF ANY). (Give other information that is FOR CERTAIN).

Throughout the 25 years, Kids Ocean Day has never experienced an incident like this before. We are left shaken by what occurred today and we are thankful that ____ (if no injuries/deaths). We are deeply saddened by the outcome of this disaster and our thoughts and prayers are with the families who have been affected (IF DEATH/INJURY IS PRESENT).

To help the community of Los Angeles and the families that have been affected, Kids Ocean Day is asking for donations. Every donation will be given those who need help. For more information please contact Michael Klubock at 310-614-5578 or via email at Michael@Klubock.com

MALEVOLENCE: *Shooter at an event*

Key messages:

1. Kids Ocean Day is committed to the safety of the students, and staff and will cooperate with all of the authorities during this investigation.
2. We are deeply saddened that this disturbing act of hate was present during a fun, playful time for the students and staffs.
3. The incident is still evolving, and we will keep everyone updated as we receive more information.
4. This was such a terrible tragedy, Kids Ocean Day cannot express how horrible and senseless this form of hate that was committed.
5. We will be reviewing our procedures and making improvements necessary to help prevent this from happening again.
6. We are devastated, something like this has never happened as we have had an excellent safety record for 25 years.
7. Our thoughts and prayers are with the families who were affected by this hateful act.
8. With great sadness, Kids Ocean Day is heartbroken to announce the death of a _____ (student, teacher, board member, volunteers/ or name). (IF THERE IS)
9. We are very grateful to say that there was no injury or death as a result of this crime. (IF THERE IS)
10. If there is anything Kids Ocean Day can do for you, please call us right away at 310-614-5578
11. We want to give a huge thank you to the _____ for their diligent and hard work handling the incident.
12. Kids Ocean Day asks that you discuss today's incident with your child, and encourage them to talk to the counselors provided.
13. To ensure that nothing happens like this again, security and police will be joining us at each event from now on.

Response strategies:

Talking points for spokesperson

1. We are working very closely with local police officials to provide as much information as possible.
2. Kids Ocean Day is dedicated to making all events a safe and fun environment for the students.
3. Kids Ocean Day immediately contacted local police when the suspect was seen.
4. Prior to this incident, Kids Ocean Day has never had an incident of a shooter before.
5. More information will be provided as soon as we are updated by officials.
6. For more information or if you have questions please contact Michael Klubock at 310-614-5578 or via email at Michael@Klubock.com.

Letter to parents

Dear Parents and Guardians,

I know today was a difficult day for us all, as we had a terrifying act of crime that occurred at _____ (WHICH EVENT). The violent incident affected students from _____ (NAME OF SCHOOL/S). We are DEVASTATED/THANKFUL to announce there were _____ deaths and _____ injuries. The safety of students and staff is our first concern. Acts of hate are taken very seriously especially when the students are put in danger. We are heartbroken that an evil act took place at a fun event for the children.

As soon as we suspected the shooter, authorities were contacted immediately. We are proud of our staff and students for how they handled this terrifying incident. (TALK ABOUT WHAT ACTIONS TOOK PLACE) We would like to thank _____ (name of police department) for their ongoing support. At this time, we do not have information of the person who was responsible for this act. Authorities are investigating this crime viciously. Information is still arriving, and we will keep everyone updated as we receive more information.

We ask that you discuss this day with your child and emphasize the seriousness of this situation. Counselors will be available to the children and families who have been affected.

If you have any questions, please contact Michael Klubock at 310-614-5578. Thank you for your support. Kids Ocean Day ensures a safe and fun learning environment for all children.

Sincerely,

*Michael Klubock,
Founder and Executive Director of Kids Ocean Day*

Media Statement

KIDS OCEAN DAY

Contact Information:

Michael Klubock

310-614-5578

Michael@Klubock.com

(DATE HERE)

MEDIA STATEMENT

(INCIDENT HEADLINE HERE)

At approximately _____ (TIME), an incident occurred at the _____ (LOCATION) that affected students from _____ (NAME/S OF SCHOOL/S). During the _____ (EVENT), a shooter was suspected (GIVE A BREIF GENERAL DESCRIPTION OF WHAT HAPPENED) which is now currently being investigated by the _____ (NAME OF AUTHORITIES).

We are working to determine the (INJURIES OR/AND DEATHS). At this time, we have confirmed that (INFORMTION THAT IS FOR CERTAIN). The safety and well-being of the students are Kids Ocean Day's first concern. All threats related to the students and staff are taken very seriously and are being investigated thoroughly.

Throughout the 25 years of this organization Kids Ocean Day as never experienced an incident like this. (GIVE A LITTLE INFO OF WHAT KIDS OCEAN DAY STANDS FOR).

As more information is available families will be given updates through _____ (WEBSITE, EMAIL, ETC.).

ACCIDENTS: *Bus crash*

Key messages:

1. We want to make you aware of the accident that happened this morning that affected a bus full of students, teachers, and the driver.
2. Fortunately, there was no case of death or injury. (IF THERE ISN'T)
3. Our hearts and minds are with those who were affected by the accident.
4. Our deepest condolences are with the families and loved ones of those we were in harm's way.
5. The safety of the students and staff are our first and biggest concern. Emergency help was contacted immediately.
6. Law enforcement is investigating this accident and we will continue to keep you updated as the investigation continues.
7. We would like to thank _____ for their quick action for helping the students and staff during the time of the accident.
8. Throughout the 25 years of doing this event, an accident like this has never occurred as the transportation department has had a safe driving record.

Response strategies:

Social media

Facebook statement: In the _____ (TIME OF DAY), an accident took place on the way to the Annual Beach Clean-up held at _____ (NAME OF BEACH). As of right now, (say information that is for certain). Parents have already been contacted about the accident. Updates will be posted as soon as we receive more information about the accident. Thank you for your patience. – Michael Klubock, Founder and Executive director.

Letter to parents

Dear Parents and Guardians,

(Purpose)

Kids Ocean Day believes in providing the very best education about marine life pollution and is dedicated to maintaining a good relationship with the parents of the students who attend the Annual Beach Clean-up. For this reason, I want to announce to you of the accident that took place on _____ (DAY OR DATE).

(Description of incident/response)

One of the school buses transporting _____ (# OF STUDENTS) was involved in an accident on the way to _____ (NAME OF BEACH). (Describe what happened and the number of injuries or deaths if any). Emergency officials were contacted immediately. All parents of the students who were involved were called and informed about the incident.

Authorities are currently investigating the accident and once more information is given, parents will be notified.

(Closing)

The safety of our students who attend this event each year is our biggest concern. For 25 years that this event has been held, Kids Ocean Day has never gone through this incident before, as we have worked with a great and safe transportation department. Thank you for your support and for trusting your child in our care. Please contact me, Michael Klubock at 310-614-5578 or via email at Michael@Klubock.com for more questions.

Sincerely,

*Michael Klubock,
Founder and Executive Director of Kids Ocean Day*

Media statement

KIDS OCEAN DAY

Contact Information:
Michael Klubock
310-614-5578
Michael@Klubock.com

(DATE HERE)

Media Statement

(INCIDENT HEADLINE HERE)

An accident occurred on _____ (DAY) where one the school buses that carried _____ (# of students) from _____ (NAME OF SCHOOL) were involved in an accident. (Describe the accident, how did it happen and if it was a minor or big crash).

(Give information about the number of students or teachers who were injured or if there were any deaths involved). At this time, we have confirmed that (INFORMTION THAT IS FOR CERTAIN). The students are our main concern and we take incidents like this very seriously. Local authorities, _____ (NAME OF DEPARTMENT/S) are investigating this accident.

For the past 25 years, Kids Ocean Day has never been involved in an incident like this as our driving transportation department has a safe driving record. (Give a little information about what Kids Ocean Day stands for)

As more information is available families will be given updates through _____ (WEBSITE, EMAIL, ETC.).

MISDEEDS: *Fight (student to student)*

Key messages:

1. Kids Ocean Day is committed to the safety and security of every student who attend the Annual Beach Clean-up.
2. Kids Ocean does not tolerate bullying or violence as it is taken very seriously.
3. Kids Ocean Day believes in gathering kids to have fun while taking part in the event.
4. Kids Ocean Day is committed to maintaining an educational and fun environment that is free from any kind of violence.

Response strategies:

Social media

Facebook statement: At the ____ (WHICH EVENT), ____ (# OF STUDENTS) were involved in an upsetting altercation. Kids Ocean Day prohibits any form of bullying or violence between students. The events are for the students to enjoy and have a fun time with their peers as well as learn about the impact of pollution. We kindly ask for parents to talk to their children about bullying and violence to prevent an incident like this from happening again.
Thank you – Michael Klubock, Founder and Executive Director

Letter to parents

Dear Parents and Guardians,

Kids Ocean Day would like to inform you that a serious incident occurred at _____ (WHICH EVENT) on _____ (DAY/DATE). There was a fight between _____ (# OF STUDENTS) from _____ (NAME OF THE SCHOOL). (Describe what happened. The cause of the fight and if any of the children were injured).

The fight was quickly controlled by _____ (VOLUNTEERS, STAFF, TEACHER, ETC.). (Describe what actions took place and if there were any disciplinary actions that took place).

Kids Ocean Day does not tolerate and prohibits any violence. Kids Ocean Day will not allow students to create a negative environment for those who are having fun and enjoying the event. We ask of you to address this situation with your child and explain that violence is unacceptable.

For more information about the incident or questions please contact Michael Klubock at 310-614-5578 or via email at Michael@Klubock.com. Thank you for understanding and constant support.

Sincerely,

*Michael Klubock,
Founder and Executive Director of Kids Ocean Day*

Memo to staff and teachers

KIDS OCEAN DAY

Internal Memorandum

To: All staff and teachers

From: Kids Ocean Day

Date:

Subject: Fight between students

As most of you are aware, recently at the _____ (WHICH EVENT), a fight broke out between ____ (# OF STUDENTS). To prevent this from happening again, Kids Ocean Day would like to remind staff and teachers to do the following if they see suspicious acts between students.

- If a student is seen getting bullied or pushed (even if friendly) please confront the students and see what is going on.
- Don't ignore the situation and ask questions to see if there is an actual altercation between the students.
- Intervene immediately to stop the incident from progressing. When violence is unnoticed, students may think it is an acceptable behavior.

Thank you all for understanding as students should not be involved in violence in any way. Kids Ocean Day is a place where students come together and have fun helping make the oceans a cleaner and safer place.

Dark Website

A dark website is a critical tool that can help you manage a crisis successfully. Prior to a crisis, a dark website should already be prepared so that way when a crisis occurs, you can quickly change your website with information of the crisis. When a crisis suddenly hits an organization its website will usually be the first thing people go to, to receive information. Using a dark site gives the public credible information and helps contain rumors and speculation that may be dangerous to your organization. It is always better to create a dark web so that way your stakeholders see that you aren't hiding and it shows that you are in control of the situation.

A dark website should be made if your organization is facing a severe crisis. If a dark site is created for a minor crisis, there is a chance that people may not be aware of that crisis. It is important to make that decision with your crisis team to see if a dark website is needed at that moment. When your organization is needed of a dark website, it can be done in three ways: completely replace the original website with the dark site, provide a link to the dark site on the home page of the original website, or create a URL that is separate from the original website.

Outline of dark website:

1. Home page
 - a. Include key messages and what Kids Ocean Day stands for
2. Organization information
 - a. General background information
 - i. Leadership
 - ii. History of Kids Ocean Day
 - b. Organization policies
 - c. Overview of organizations track record
3. Information on the issue
 - a. Background information about the situation
 - b. Talking points/statement
 - i. From founder or board members
 - c. Description of the steps being taken
 - d. Frequently asked questions
4. Media
 - a. Press releases
 - b. Statements
 - c. Regular updates
 - d. Contact information for the news media

Crisis Handling

Activation criteria

In the time of a crisis, this crisis plan may only be activated by Michael Klubocks permission. If Michael is unavailable for any reason, please contact Joy Klubock. If internal communications are not working all together, please head over to the location command center.

Procedures

1. During a crisis, Michael will activate the plan and contact the people in the order of the phone tree and will tell them during the time of the crisis who is in charge of what.
2. The tools that will be used to carry out the crises:
 - a. Rumors
 - i. Social Media- Facebook or/and Instagram
 - ii. Email to volunteers, donors, parents, school (depending on the rumor)
 - b. Natural Disasters
 - i. Social Media- Facebook or/and Instagram
 - ii. News release, media statement, etc.
 - c. Malevolence
 - i. News release, media statement, etc.
 - ii. Email/Letter
 - d. Accidents
 - i. Social Media- Facebook or/and Instagram
 - ii. Email/Letter
 - iii. News release, media statement, etc.
 - e. Misdeeds
 - i. Social Media- Facebook or/and Instagram
 - ii. Email/Letter
 - iii. Memo
3. How stakeholders will receive key messages:
 - a. Email
 - b. Memo
 - c. Phone calls
 - d. Text

Crisis Recovery

After the crisis, the crisis team should meet up within the following week and review all actions that were taken as a result of the crisis. Michael Klubock is in charge of filling this report after meeting up with the crisis team and will update the crisis plan if changes are needed.

Crisis Team Analysis

1. Describe the crisis
2. How did we learn of the crisis?
3. What actions took place by the crisis team?
4. Did crisis team act fast?
5. Was social media/ website updated quickly?
6. Did the crisis involve a school? If so, which school?
7. What statements were released?
8. What can be improved on?
9. Additional thoughts/suggestions?

Appendix: Tips and Template Samples

Spokesperson media tips

- ✓ Preparation is key- know about the issue and know what to say
- ✓ Use key messages
- ✓ Repeat messages
- ✓ Get to the point
- ✓ Communicate honestly and be open
- ✓ Personalize your message
- ✓ Show empathy
- ✓ Watch your tone
- ✓ Be sensitive
- ✓ Stay calm
- ✓ Show body language
- ✓ Recognize the public's concern
- ✓ Build trust and credibility
- ✓ Correct inaccuracies
- ✓ Don't LIE to a reporter
- ✓ It's okay to say no to questions. Respond with "I don't know, I will get back to you,"
- ✓ Don't cut off the questioners

Letter to parents

Dear _____,

(Purpose)

(Description of incident)

(Response)

(Closing/contact info)

Sincerely

*Michael Klubock,
Founder and Executive Director of Kids Ocean Day*

Memo

Kids Ocean Day

Internal Memorandum

To:

From:

Date:

Subject:

(Opening)

(Summary)

(Conclusion)

Media statement

KIDS OCEAN DAY

Contact information:
Michael Klubock
310-614-5578
Michael@Klubock.com

DATE HERE

Media Statement

(INCIDENT HEADLINE HERE)

(Introduction)

(Details about what is known at that time)

(What actions are currently being done)

(Where/how additional information will be provided when it's available)

Email

To:

From:

Subject:

Dear _____,

(Purpose)

(Description of incident)

(Response)

(Closing/contact info)

*Sincerely,
Michael Klubock, Founder and Executive Director of Kids Ocean Day*