

CRISIS COMMUNICATIONS INSERT TEMPLATE FOR CONTINGENCY PLANS

This template helps guide airport leaders in managing its messaging of disclosures, stakeholder communications, and reporting that may be required after a contingency event or in anticipation of such an event. It is designed to answer the question *“How do we make sure we are communicating effectively and accurately to our constituencies throughout the incident action lifecycle?”*

If a contingency plan is being used to guide an airport’s actions and the need arises to communicate either inwards or outwards, use this template as a plan insert or attachment. Not all communications tools listed may pertain at your airport or in the situation triggering use of the contingency plan.

Instructions:

1. For each type of contingency plan, complete and insert (or attach) this template at each place in the plan that requires (whether by policy, best practice, or legal/regulatory requirement) formal internal or outward communication.
2. Communications tools that your airport does not use may be deleted.
3. When coordinating communications around contingencies with municipal and county jurisdictions, be sure that your communications templates are synchronized with government spokespersons.

Contingency Plan:			
Trigger Event or Stage:			
Preplanned Message:			
Who Vets Message Prior to Release:			
Who Approves Release of Message:			
Who Communicates the Message:			
Who Outside Airport Is Involved in This Messaging, i.e., involved in crafting the message or disseminating it?			
How is the Message Communicated:	Communications Tool	For Internal or External Communication?	Applies to Airport? Y/N
	Internal Communication App (e.g., Everbridge)		
	800 MHz Radio		
	Public Address System		
	Portable Bullhorns		
	Airport Employees in Person		
	Visual Paging		

	Communications Tool	For Internal or External Communication?	Applies to Airport? Y/N
	Flight Information Display System (FIDS)/Baggage Information Display System (BIDS)		
	Wireless Emergency Alert (WEA)		
	Press Release		
	Press Conference		
	Road Barricades		
	Corridor/Concourse/Door Barricades		
	Other (Specify):		
	Social Media: Facebook		
	Social Media: Twitter		
	Social Media: Instagram		
	Social Media: TikTok		
	Social Media: SnapChat		
	Social Media-Other (Specify):		

Other ACRP resources that may be helpful to an airport's efforts to integrate its contingency plans are:

- ACRP Report 22 *Helping Airport and Air Carrier Employees Cope with Traumatic Events.*
- ACRP Report 171 *Establishing a Coordinated Local Family Assistance Program for Airports.*
- ACRP Report 201 *Airport Emergency Communications for Persons with Disabilities and Others with Access and Functional Needs and Non-English Speakers Guidebook.*
- ACRP Synthesis 60 *Airport Emergency Post-Event Recovery Practices.*
- ACRP Synthesis 73 *Emergency Communications Planning for Airports.*
- ACRP Synthesis 82 *Uses of Social Media in Operational Response and Recovery during Airport Emergencies.*