

Crisis Management Plan

SITUATION

As Community Relations Director for the Green River Badgers, a popular pro hockey team in a city with a population of 110,000, you have been presented with a problem. While you have managed to successfully build the team and its games as a friendly, affordable brand of entertainment, a recent incident has threatened to destroy that reputation.

Bart Simmons, the man who plays the team mascot, “Billy Badger,” was arrested for drunk driving after a recent game and two players that same night were arrested on charges of drug possession. The incident managed to draw coverage by national media outlets and the local media are in a frenzy about the state of the franchise. To make things worse, Billy spoke to the media and twittered that this was nothing new and he just got caught this time. As Community Relations Director, you must establish a crisis management plan that will quickly and effectively reposition the franchise in a positive light...it is your job to do some major damage control.

INSTRUCTIONS

You are to develop a crisis management plan to help manage the situation. The plan should include a comprehensive strategy for media relations, including a press release, press conference and arrangements for communicating information relating to the team’s position on what to do with Bart (“Billy Badger”). You must also determine an alternative means (such as social media) for spreading the team’s positive message. Consider: what is your message? What image do you want the team to have? What personnel do you need to involve in your message? Who do you want to reach? How fast will you respond?

Your plan can be written and submitted to your teacher or presented to the class through a role play.

GUIDE / CONSIDERATIONS

1. What is the team’s position on Bart and his actions?
2. What will the team manage to maintain the family friendly image?
3. What media outlets and resources did you use and why?
4. Does this incident present a short term or long term problem? How will you address it?

EVALUATION STANDARDS

1. Demonstrate creative problem solving, is the plan feasible?
2. Understand the concept of crisis management and identify the best way to address the situation.
3. Describe the concept of media relations.
4. Differentiate between being proactive, reactive and interactive as it relates to media relations.