



Crisis Management Plan

SITUATION

The Lakeland Grizzlies, a minor league hockey team, has a problem. The team's mascot, Brownie, or rather the employee who plays the mascot, was arrested for reckless driving, road rage, and leaving the scene of an accident. The news media has made it the number one story and it has gone viral. The story is on many sports websites, blogs, and mainstream news sites such as ABC and Fox.

The president of the Grizzlies has called you and your PR management team associate to initiate an immediate crisis management plan. The standard press releases, press conference, and media relations efforts are in order. You need to develop a strategy to diffuse the situation, as the image of the Grizzlies as a family friendly, conservative, community service oriented operation is at risk of taking a major hit to its reputation.

Brownie has made many visits to schools, clubs, businesses, and senior citizens centers. As a mascot he is extremely popular, and has become the face of the team. Sadly, years of hard work building and creating the image has the potential to be reversed with this one specific incident.

INSTRUCTIONS

Develop a crisis management and communications plan that reassures Grizzlies fans and the community that the Grizzlies remain dedicated to providing family friendly entertainment. Within your plan, identify specific communications strategies, including public relations, community relations and media relations. You will run your ideas by the team president and answer any questions.

Your team will have 30 minutes to prepare your plan, and 15 minutes to present your ideas to the president (judge).

STUDENT BENCHMARKS

1. Understand the concept of crisis management
2. Develop a plan that effectively communicates the organization's position
3. Write press release and plan press conference
4. Demonstrate effective communication skills, both written and verbal
5. Create a strategy that involves the various functions of sports and entertainment communications