

SIRV

Thank you for downloading our

PRESS RELEASE SOP

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INTRODUCTION

Working with our community we've put together some SOPs for you to use, free of charge.

The SOPs are designed to be read by the individual on the ground and follow the format used by our decision support system, a decision tree that asks one question and provides one or more answers and instructions.

PRESS RELEASE SOP

Page 1: NOTE

Ideally only staff that have been media trained should manage media releases. If you're not media trained limit your focus on the facts.

Page 2: ADVICE

Expect the following questions:

1. What happened?
2. How did it happen?
3. When and where did it happen?
4. Why did it happen?
5. Who is to blame?
6. What are you going to do about it? (how will you stop it happening again)

CONT.....

Page 3: ADVICE

The media will expect you to address issues in the following order of priorities:

1. People
2. Environment
3. Property
4. Money

CONT.....

Page 4: ADVICE

In Advance:

- Find out what the media deadlines are and manage expectations around them.
- Control events by issuing statements / interviews to according to your schedule.
- Should an impromptu interview be requested try and delay it to fit in with your schedule, if you accept the interview ensure you find out what are the requirements of the interview.
- Establish the known consequences
- Confirm what [YOUR ORGANISATION] is doing to remedy the situation
- Establish what [YOUR ORGANISATION] can say about developments

CONT.....

Page 5: ADVICE

On first encounter with someone from the media find out:

- What the they understand has happened
- Seek to understand why they're going to ask you questions
- Prepare the three key points you want to say
- Prepare for the three questions you do not want to be asked

CONT....

Page 6: ADVICE

Do

- Record what you say
- Bring in expert advise if necessary
- Display concern – care about what has happened and be sympathetic
- Display commitment - to find out what happened and put it right
- Display control of the situation at the most senior level
- Be available and co-operative
- Be positive and truthful

CONT.....

Page 7: ADVICE

Don't

- Admit liability
- Give graphic descriptions
- Refuse to answer any questions
- Blame another organisation for difficulties
- Repeat negative or inflammatory words used by a reporter

CONT....

Page 8: ADVICE

Don't Forget

- Do not speculate, focus on the facts
- Manage and control the release of information
- Consistency of response from [YOUR ORGANISATION] is critical

CONT....

Page 9: TEMPLATE LETTER

[YOUR ORGANISATION] is sorry to say its business at [LOCATIONS EFFECTED] has been:

- Temporarily closed because of [INCIDENT]..... [OR]
- Closed for the foreseeable future due to a [INCIDENT]..... [OR]
- Suspended because of [INCIDENT][OR]
- Other

The incident began [TIME] on [MONTH] [YEAR]

Page 10: TEMPLATE LETTER

- There have been no injuries/fatalities [OR]
- There have been injuries/fatalities totalling [NUMBER]

The Police / authorities / H&S Executive are investigating the cause of the incident with the full co-operation of the Company.

We are implementing a business recovery plan and are contacting:

CONT....

Page 11: TEMPLATE LETTER

Our Employees

Employees will be contacted by their Manager, if they're not contacted within [X] hours they should call the number below.

Relatives and Friends of Employees

If you have any concerns, please call [X]

Customers and Suppliers

If you have any concerns, please call [X]

CONT....

Page 12: TEMPLATE LETTER

[YOUR ORGANISATION] has a business resilience plan and it has been invoked.
Contact can be made at Tel
fromam/pm on

A further announcement will be made as soon as possible.

CONT....

ABOUT SIRV

Systematic Intelligent Risk Valuation (SIRV), is a software platform used by some of the biggest brands in the world to improve the quality of reporting and decision making.

Find out more at getsirv.com

Got any feedback? We'd love to hear your thoughts, please email info@sirv.co.uk

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