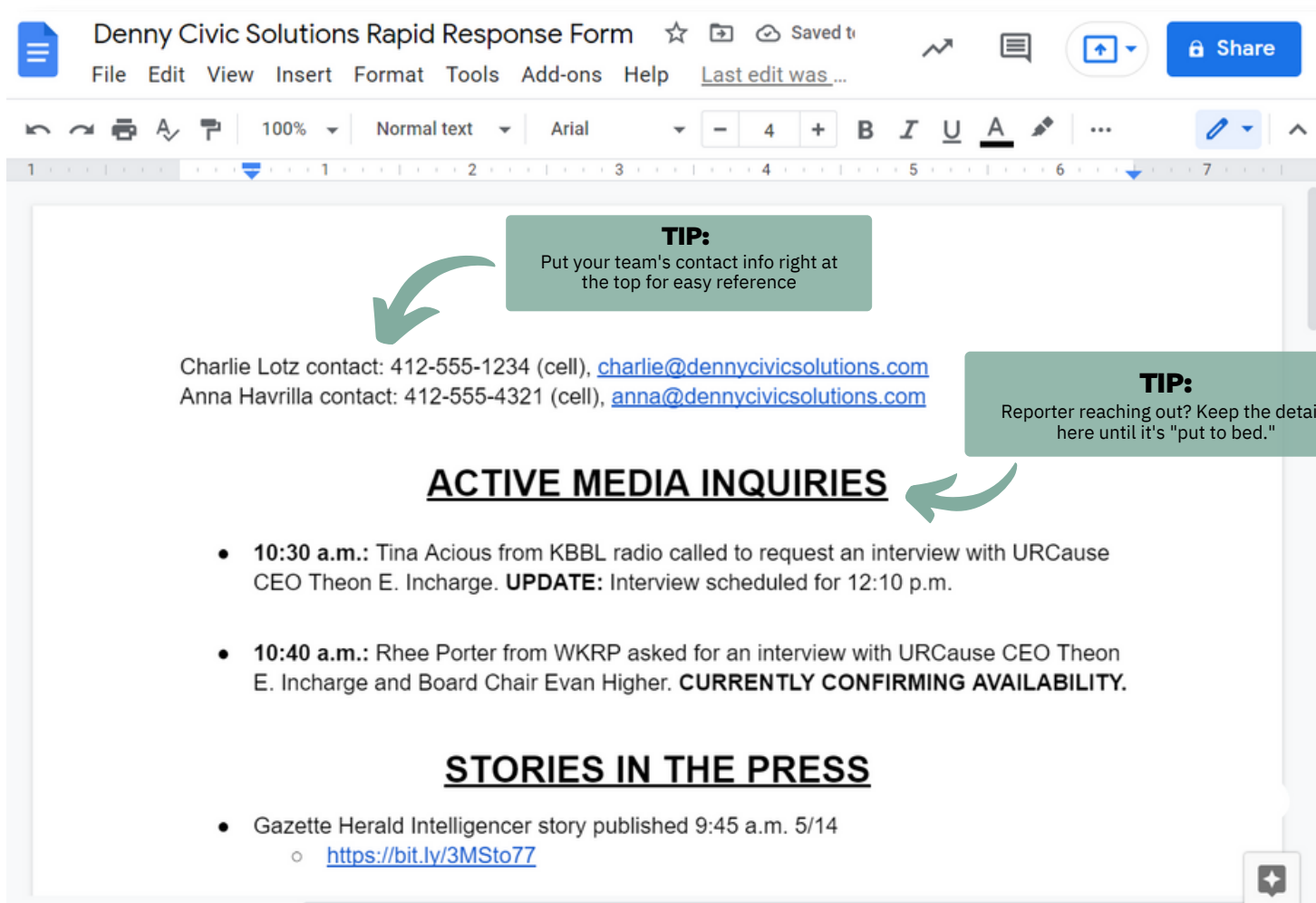


ABOUT TO BE IN THE NEWS? MAKE SURE YOUR RAPID RESPONSE IS READY

At Denny Civic Solutions, we have decades of experience handling public relations, digital media, and crisis communications for our clients. But when your organization has to make a big announcement, or otherwise finds itself in the headlines, the best rapid response plan is all about keeping it simple.

Below is a sample rapid response document, a tool for managing a sudden burst of press inquiries or social media chatter. It's a central hub where we and our clients share intel, and coordinate our response. Some things to remember:

- **It has to be a collaborative, "living" document.** We like Google Docs, since multiple team members can be making edits simultaneously, and everyone is working off the same version.
- **Texting is just as important as the document itself.** Did your front desk just get a call from a reporter? Don't just put that reporter's info in the Doc -- text the rest of your communications team to let them know it's in there! Getting eyeballs on urgent inquiries ASAP matters.



The screenshot shows a Google Docs interface with the following content:

TIP:
Put your team's contact info right at the top for easy reference

Charlie Lotz contact: 412-555-1234 (cell), charlie@dennycivicsolutions.com
Anna Havrilla contact: 412-555-4321 (cell), anna@dennycivicsolutions.com

TIP:
Reporter reaching out? Keep the details here until it's "put to bed."

ACTIVE MEDIA INQUIRIES

- **10:30 a.m.:** Tina Acious from KBBL radio called to request an interview with URCause CEO Theon E. Incharge. **UPDATE:** Interview scheduled for 12:10 p.m.
- **10:40 a.m.:** Rhee Porter from WKRP asked for an interview with URCause CEO Theon E. Incharge and Board Chair Evan Higher. **CURRENTLY CONFIRMING AVAILABILITY.**

STORIES IN THE PRESS

- Gazette Herald Intelligencer story published 9:45 a.m. 5/14
 - <https://bit.ly/3MSto77>

SOCIAL MEDIA

- [Updated 11:30 a.m. May 14] Post to "URCause" Facebook page
 - Posted 10:43 a.m. May 14
 - <https://bit.ly/3vKQUNE>

TIP:

Use time stamps so the team can easily see fresh updates!



TIP:

Don't just link to social threads: grab a screenshot!

TIP:

Move "Active Inquiries" to this final section once resolved!

FINALIZED (PUT TO BED)

- Theon E. Incharge spoke with reporter Art Ickle from the Gazette Herald Intelligencer at 9:00 a.m. and provided quote **UPDATE:** Story published 9:45 a.m. (see above)

So how do you know when people are talking about you on social media? A rapid response document goes hand-in-hand with social listening, another topic we know a thing or two about. Check out our [social listening guide](#) and other great resources at:

DennyCivicSolutions.com