

# MEDIA\_TEAM\_QUESTIONS

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## SOUTHGATE TERMINAL

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### Facilitator Questions - MEDIA TEAM

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#### 75-Minute Cyber Crisis Exercise

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### PURPOSE

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These questions help facilitators guide and assess the Media Team's crisis communications, stakeholder messaging, and reputation management throughout the exercise.

### TIMING OPTIONS

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- **Option A:** Ask questions every 10 minutes for continuous assessment
  - **Option B:** Ask at phase transitions (T+30, T+60, T+90)
  - **Option C:** Ask when media pressure peaks
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### PHASE 1: Early Warning & Preparation (T+0 to T+30)

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#### P1-1 Questions (T+0 to T+10)

**Question:** "Do you have a holding statement ready? Have you confirmed alignment with Legal?"

**Look for:** - Proactive statement preparation - Legal coordination established - Basic messaging framework

**Notes:** \_\_\_\_\_  
\_\_\_\_\_

### P1-2 Questions (T+10 to T+20)

**Question:** "How did you respond to the PR photo request? Is your internal holding statement updated and confirmed?"

**Look for:** - Recognition of operational sensitivity - Legal clearance process - Message consistency

**Notes:** \_\_\_\_\_  
\_\_\_\_\_

### P1-3 Questions (T+20 to T+30)

**Question:** "Have you responded to the journalist enquiry? Is your holding statement finalised?"

**Look for:** - Media response timing - Message accuracy - Stakeholder consideration

**Notes:** \_\_\_\_\_  
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## PHASE 2: Media Escalation & Leak Management (T+30 to T+60)

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### P2-1 Questions (T+30 to T+40)

**Question:** "Have you drafted a proactive media response to the vendor leak? Is it aligned with Legal and Executive?"

**Look for:** - Leak response strategy - Cross-team alignment - Narrative control approach

**Notes:** \_\_\_\_\_  
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## P2-2 Questions (T+40 to T+50)

**Question:** "Are CEO media engagement preparations finalised? Are your public statement drafts ready?"

**Look for:** - Executive briefing quality - Statement completeness - Media format decisions

**Notes:** \_\_\_\_\_  
\_\_\_\_\_

## P2-3 Questions (T+50 to T+60)

**Question:** "Is your public messaging clearly coordinated? Have real-time responses been managed effectively?"

**Look for:** - Message consistency - Response timeliness - Social media management

**Notes:** \_\_\_\_\_  
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## PHASE 3: Peak Crisis Communications (T+60 to T+70)

### P3-1 Questions (T+60 to T+70)

**Question:** "How are you managing the sabotage narrative? Are corrections issued?"

**Look for:** - Misinformation management - Fact-based responses - Narrative strategy

**Notes:** \_\_\_\_\_  
\_\_\_\_\_

## PHASE 4: Final Communications (T+90 to T+120)

### P4-1 Questions (T+90 to T+100)

**Question:** "Have all teams consolidated and verified their documentation? Are final reports accurate?"

**Look for:** - Communication summary quality - Message alignment verification - Documentation completeness

**Notes:** \_\_\_\_\_  
\_\_\_\_\_

## P4-2 Questions (T+100 to T+110)

**Question:** "Have final reports been validated for alignment and accuracy? Any outstanding concerns?"

**Look for:** - Cross-team message consistency - Unaddressed media issues - Future communication planning

**Notes:** \_\_\_\_\_  
\_\_\_\_\_

## P4-3 Questions (T+110 to T+120)

**Question:** "Have final public statements been issued? Are all approvals documented?"

**Look for:** - Final statement quality - Approval chain completion - Future commitment clarity

**Notes:** \_\_\_\_\_  
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# OVERALL ASSESSMENT CRITERIA

## Crisis Communications

- ☐ Timely response to queries
- ☐ Message consistency maintained
- ☐ Legal clearance obtained
- ☐ Stakeholder needs addressed

## Media Management

- ☐ Journalist relationships managed

- ☐ Social media monitored
- ☐ Misinformation addressed
- ☐ CEO/spokesperson prepared

## Strategic Messaging

- ☐ Clear narrative developed
- ☐ Facts vs speculation balanced
- ☐ Transparency appropriate
- ☐ Reputation protected

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## GENERAL OBSERVATIONS

**Communication Effectiveness:** \_\_\_\_\_

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**Key Messages Delivered:** \_\_\_\_\_

\_\_\_\_\_

**Media Handling Strengths:** \_\_\_\_\_

\_\_\_\_\_

**Communication Gaps:** \_\_\_\_\_

\_\_\_\_\_

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**Facilitator:** \_\_\_\_\_ **Date:** \_\_\_\_\_ **Exercise ID:** \_\_\_\_\_