# Phase 1 Facilitator Guide – Media / Communications Team

## Phase Overview: Disruption Emerges (T+0 to T+30)

In Phase 1, the Media team is likely to be the first to spot public visibility issues. Their focus is on preparing internal messaging, coordinating with Legal and Executive, and being alert to emerging public narratives. They should not act publicly yet but be ready for escalation in later phases.

This phase tests:

* Early situational awareness
* Internal coordination discipline
* Proper drafting of a holding statement

## Injects Relevant to Media

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

**INJ001E:** Email from Angela Poole (External Affairs) – visibility spike on MarineTracker; instructs preparation of a holding statement

**Facilitator Notes (P1-1)**

* This is the Media team’s entry point.
* They should begin drafting an internal holding line with Legal input.
* Prompt:
  + "What’s your initial messaging plan if this goes public?"
  + "Have you involved Legal in your draft?"

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

**INJ002D (Noise):** Email asking about old PR photos of Ship\_Alpha (Media receives this internally)

**Facilitator Notes (P1-2)**

* This is noise but could be a distraction.
* The Media team may pick up on Ship\_Alpha visibility issues from other teams.
* Prompt:
  + "What are you hearing from the other teams?"
  + "Have you seen the AIS anomaly mentioned by Tech or Ops?"

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

**INJ003B:** CCTV blind zone reported by Dock Supervisor (not to Media directly, but should become known)  
**INJ003E (Noise):** Staff leave report error – possibly seen by Media as internal disruption

**Facilitator Notes (P1-3)**

* A good Media team will now link multiple disruptions: AIS, MarineTracker, CCTV.
* They should be refining their internal message and checking alignment with Executive and Legal.
* Prompt:
  + "Have you aligned with Legal and Exec on the current message?"
  + "Would you be ready if this went public in the next 10 minutes?"

## Media Role Expectations

* Draft internal holding statement
* Coordinate closely with Legal and Executive
* Monitor signals of public exposure or narrative risk

**Key Policy References:**

* Crisis Communications SOP – Section 2
* Public Messaging Templates

## Media Decision Point – Phase 1

**Decision: Prepare Draft Holding Statement?**

|  |  |  |  |
| --- | --- | --- | --- |
| **Option** | **Description** | **Implication** | **Score** |
| ✅ Draft holding line with Legal input | Proactive | Prepared for media escalation, shows readiness | +7 |
| ⚠️ Wait until something is public | Passive | May delay response under pressure | +1 |
| ❌ Take no action | Unprepared | Poor response time later | -4 |

## End-of-Phase Checkpoint Prompt

At or near **T+30**, facilitator should ask:

"Media team — have you prepared an internal holding statement? Are you aligned with Legal and Executive? What’s your current posture if approached by media?"

Ensure message is not released yet but is ready.

## Tip for Facilitator

If Media is slow to act:

* Reference INJ001E (MarineTracker visibility spike)
* Ask if they have used the Comms SOP
* Ask who they’ve coordinated with and whether Legal is involved

#### End of Phase 1 – Media / Communications Team Facilitator Guide