# Phase 2 Facilitator Guide – Media / Communications Team

## Phase Overview: Public & Internal Chaos (T+30 to T+60)

In Phase 2, external media interest escalates. The Media team must ensure messaging consistency, alignment with Legal and Executive, and readiness to publicly respond. Proactive messaging versus delayed containment becomes the key decision.

This phase tests:

* Timely internal messaging alignment
* Holding statement finalisation
* CEO media preparation and consent

## Injects Relevant to Media

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

**INJ004C:** Vendor payment disruption (legal/exec issue, may ask Media to draft holding line)

**Facilitator Notes (P2-1)**

* The Media team might be asked to prepare messaging on financial or supply chain matters.
* Prompt:
  + "Are you prepared with holding lines for finance and vendor stability?"
  + "Have you verified with Legal before drafting?"

### P2-2 (T+40 to T+50)

* **INJ005C:** Insurer clause 4.7 query – Legal may consult with Media regarding exposure in any comms
* **Facilitator Notes (P2-2)**
* Media must now refine all messaging to avoid triggering legal issues.
* Prompt:
  + "Have you reviewed all public-facing drafts with Legal?"
  + "Are you preparing internal comms in case of incident declaration?"

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

**INJ006B:** Journalist direct message to CEO  
**INJ006C:** Angela Poole confirms ABC is seeking CEO interview

**Facilitator Notes (P2-3)**

* Media must finalise a statement and prepare the CEO.
* This is a high-stakes moment. Delay, deflect, or proceed?
* Prompt:
  + "Do you have an approved statement ready?"
  + "Has the CEO been briefed and consented to any appearance?"

## Media Role Expectations

* Coordinate with Legal and Exec
* Finalise and vet holding statement
* Manage inbound media and prepare CEO response options

**Key Policy References:**

* Crisis Comms SOP – Section 3
* Holding Statement Template

## Media Decision Point – Phase 2

**Decision: Finalise and Release Media Holding Statement?**

|  |  |  |  |
| --- | --- | --- | --- |
| **Option** | **Description** | **Implication** | **Score** |
| ✅ Align message with Legal, prepare CEO brief | Proactive | Controls narrative, supports crisis plan | +8 |
| ⚠️ Delay pending Executive signal | Neutral | Avoids misstep, risks timing pressure | +2 |
| ❌ Take no action | Unprepared | Loss of narrative control, reputational risk | -6 |

## End-of-Phase Checkpoint Prompt

At or near **T+60**, facilitator should ask:

"Media team — have you coordinated with Legal and Executive? Is your statement approved and CEO briefed in case of live interview or media approach?"

Ensure readiness is confirmed or escalation pathway is documented.

## Tip for Facilitator

If Media is hesitant:

* Highlight INJ006B and INJ006C
* Ask if they’ve used the Crisis Comms SOP to vet their plan
* Prompt alignment with Legal to avoid legal exposure

#### End of Phase 2 – Media / Communications Team Facilitator Guide