



# CRISIS COMMUNICATION PLAN



## EXECUTIVE SUMMARY

The following document is intended as instruction for communication strategy before and after anticipated crises for SpaceX. These crises include, but are not limited to, failed launches, botched International Space Station dockings and loss of life involved in SpaceX missions.

SpaceX is involved in a high-risk, high-cost industry. The following document is meant as an aid to execute communication for uncontrollable circumstances in the SpaceX organization. Our focus lies primarily in the awareness of our shareholders and employees.



# ANTICIPATED CRISES & IMPLEMENTATION PLAN

**Overall Plan Objective:** Maintain SpaceX's reputation as a trustworthy leader in space travel.

**Note:** Each step of the following plan builds on the previous communication strategies as crises escalate in severity. Refer to key messages page.

**Crisis 1:** Production of spacecraft is significantly stymied by human or mechanical error.

- 1.. Inform SpaceX employees and shareholders concerning the cause of production halt and further progression.
  - 1.1 Personal video log by Elon Musk announcing the set back, distributed by email, within 24-72 hours

**Crisis 2:** Unmanned spacecraft failed, resulting in damage without loss of life, media present

2. Inform shareholders and employees concerning details of incident, reiterating mission and key messages
  - 2.1 Hold same-day press conference, SpaceX Director of Communications, John Taylor as acting spokesperson
  - 2.2 Release statement to media concerning cause of malfunction and steps for progression

**Crisis 3:** Manned spacecraft failed, resulting in damage and loss of life for SpaceX commissioned astronaut, media present

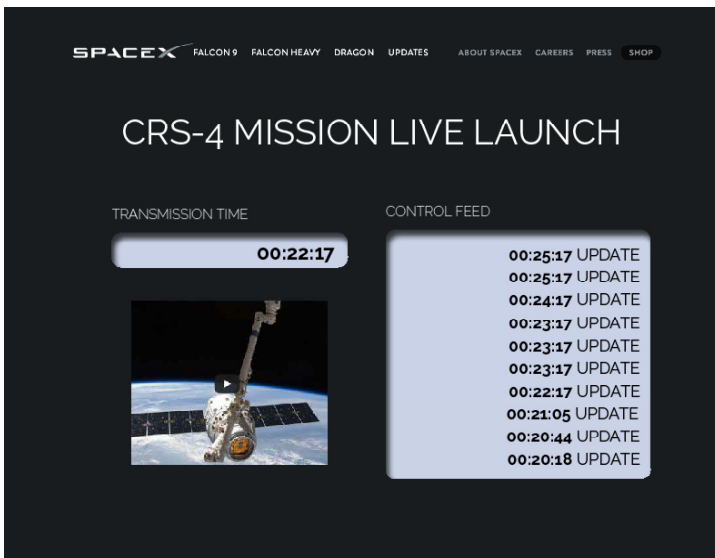
3. Reduce sensationalization and exaggeration of incident by reiterating mission and key messages
  - 3.1 Hold same-day press conference, SpaceX Director of Communications, John Taylor and NASA Public Affairs Officer of Launch Operations, George Diller as acting spokespeople
  - 3.2 Release statement to media offering condolences for the loss of life 24-72 hours after incident, Elon Musk as acting spokesperson
  - 3.3 Hold press conference 48 to 72 hours after incident, Elon Musk and Associate Administrator of Human Exploration and Operation, William Gerstenmaier as acting spokespeople

**Crisis 4:** Manned or unmanned spacecraft malfunctions, causing damage to the ISS and/or results in loss of life for SpaceX affiliate or international partners

4. Retain investor support for further SpaceX endeavors
  - 4.1 Hold same-day press conference, SpaceX Director of Communications, John Taylor and NASA Public Affairs Officer of Launch Operations, George Diller as acting spokespeople
  - 4.2 Release statement to media offering condolences for the loss of life 24-72 hours after incident, Elon Musk as acting spokesperson
  - 4.3 Accept two in-depth interviews with major news networks, Elon Musk as acting spokesperson

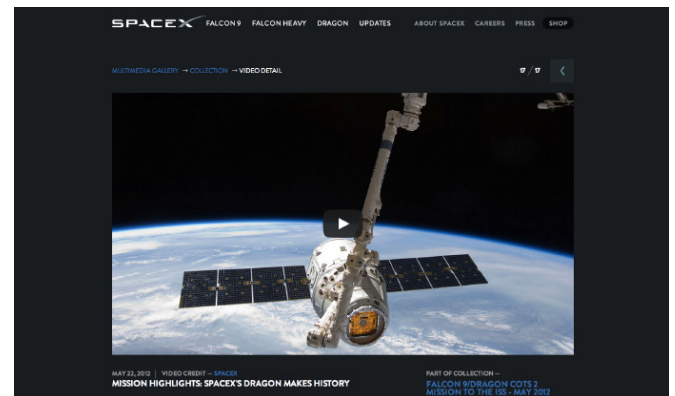


## PREVENTATIVE & ONGOING COMMUNICATION



### "LAUNCH PADS"

Provides live updates via the web concerning status of launch or mission from ground control. This includes public information available for use by the media and visible to shareholders and employees. Each update is timestamped and accompanied by the live webcast. These updates are integrated with social media channels like Twitter and sent in full to shareholders and employees with comprehensible explanations.



### LIVE WEBCASTS

A visual tool accompanying the Launch Pads, available to media, shareholders and employees.

### TWITTER

Publicly visible and integrated into Launch Pads to update public in a concise and easy-to-understand format.



## KEY MESSAGES

### **Applies to Crises 1, 2, 3 and 4**

SpaceX is known for its historic milestones in space exploration and that same mission continues today. SpaceX remains dedicated to advancing the future of space exploration while providing the world's safest space shuttles.

Our spacecrafts are among the world's safest and most reliable crew transport vehicles. SpaceX builds with human safety and protection at the forefront of design. Our vehicles are equipped with life-support systems, controls with manual capability and a powered launch escape system.

Space exploration has never been and never will be an easy feat. SpaceX has relentlessly tested and re-searched the safest methods of space travel. All of the necessary precautions were taken in the years, days, hours and minutes leading up to [insert spacecraft name here]'s launch.

### **Applies to Crises 3 and 4**

SpaceX mourns the loss of the world's heroes lost in today's tragedy. SpaceX has a strengthened focus of human safety. SpaceX's relentless determination towards safe space travel is accompanied by continued extensive research and testing.

### **Applies to Crises 3 and 4**

SpaceX mourns the loss of the world's heroes lost in today's tragedy. SpaceX enabled all of the appropriate precautions to take in completing this mission safely. The [cause of death] that [insert name] sustained was unforeseeable. Crew members were given required and extensive health screenings in the years, months and days leading up launch.

### **Applies to Crises 2, 3 and 4**

We cannot speculate on what caused this terrible tragedy, but rest assured that immediate action is being taken to discover what caused the spacecraft to fail.

An investigation is being conducted by SpaceX with help from NASA to discover what went wrong on the flight, why it happened, and what SpaceX and other dedicated space explorers can move forward from this tragedy..



## KEY PEOPLE AND STAKEHOLDERS



ELON MUSK, CEO  
SPACEX



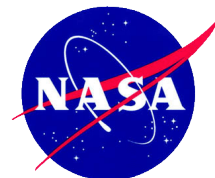
GYWNNE SHOTWELL, COO  
SPACEX



GEORGE DILLER,  
PUBLIC AFFAIRS  
OFFICER OF LAUNCH  
OPERATIONS, NASA



JOHN TAYLOR, DIRECTOR  
OF COMMUNICATIONS,  
SPACEX





## ANTICIPATED QUESTIONS & ANSWERS

### **How will this incident affect SpaceX?**

SpaceX mourns the loss of the world's heroes lost in today's tragedy. SpaceX has a strengthened focus of human safety. SpaceX's relentless determination towards safe space travel is accompanied by continued extensive research and testing.

### **What is your next strategy?**

An investigation is being conducted by SpaceX with help from NASA to discover what went wrong on the flight, why it happened, and what SpaceX and other dedicated space explorers can move forward from this tragedy.

### **What was the cause of the explosion?**

An investigation is being conducted by SpaceX with help from NASA to discover what went wrong on the flight, why it happened, and what SpaceX and other dedicated space explorers can move forward from this tragedy..

### **Were there any survivors?**

If answer is known and next of kin has been offered opportunity for statement: Identify deceased.

If answer is known and next of kin has not been offered opportunity for statement: Provide a confirmation or denial, withhold identities.

If answer is unknown: SpaceX is still working diligently to determine the severity of loss in this mission.