



Crisis Communications Response Retainer

Is your company or organization prepared for a crisis right now? If a crisis hit today, do you have a pre-approved media crisis communications plan that could be implemented immediately without the need for time-consuming conference calls? The Terri Ammerman Group can get you prepared for the crisis ahead of time.

Our Crisis Communications Response Retainer will help you prepare a message-driven media strategy that will demonstrate your organization is responsible, caring, and competent. We know that the more prepared you are BEFORE a media event happens, the faster you can react when a crisis actually occurs. And, the faster you react, the more opportunity you have to reduce or eliminate long term harm to your company's image and standing in your community.

When you sign up for this retainer, we go through a check-list with you to make sure you are fully prepared ahead of time for any crisis at any facility. You may need one package for your entire company or one package per facility, depending on how your company is structured.

Benefits of This Package

We offer our clients decades of experience in communications consulting. We have developed strategies that help clients demonstrate to their communities that, during a crisis, the right people are doing the right things at the right time. Imagine dealing with a potential media event or a major crisis while remaining calm, knowing most of the decisions of what to do next have already been made.

Benefits of this retainer include a three month preparation stage where we get you set up in advance for a crisis by supporting you in the creation of a plan that includes messaging templates that have already been through the approval process. During the implementation process you will receive:

- Vital information and weekly support on crisis preparation so that at the end of the first quarter with The Terri Ammerman Group, you are well prepared for any crisis
- Templates prepared in advance for immediate social media messaging
- Templates for conducting the first crisis news briefing in front of tv cameras
- Expert assistance to develop a protocol so that you know in advance what information is critical to release or to withhold
- Clarity on who the spokesperson(s) should be in a specific situation
- A 10 point checklist to make sure you know exactly what your first actions should be when a media event occurs

When a crisis happens you will receive:

- Immediate and continuing telephone and email support to guide you through your messaging so that you and your spokespeople are communicating with care and compassion
- Advice on how to control the message and the visual elements of the news briefing
- Coaching for those who will be interacting with the press or the community
- Editing support for written crisis communications messaging to employees and the community

The Ammerman Commitment

This package gives you an ongoing relationship that makes us accessible to you when you need us. During the first three months of this retainer package, someone from The Terri Ammerman Group will stay in regular contact with you while together we create a plan that is unique to your organization. We will then be available on a continuous basis to support you when implementing the plan should a crisis occur.

We will give you guidance on how to craft a written message or press release and when to release it. We will prepare you and your spokespeople for interviews, whether they are television, print or telephone interactions.

Our team includes reporter backgrounds, corporate communications backgrounds and expertise in messaging. Not only will we build a relationship with you and your communications team during the initial months of this retainer, but we will be on speed-dial to partner with you to navigate through the fast-paced and intense media frenzy that often accompanies any crisis.

Program Options/Costs

Price: \$4975 for the first quarter to be paid in advance

\$1375 per month thereafter

Right now, this program is offered virtually to all our clients. As business gets back to normal, we will do in-person meetings and coaching for those clients based in Houston and the surrounding area.