



Public Outreach Committee
Denver, CO. May 2016



Crisis Communications Scenario



Initial Report – 6:30 AM

A horizontal shale well pad has slipped and collapsed, releasing product into a tributary creek.





Crisis Communication
Scenario



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Developing Report – 7:15 AM

A horizontal shale well pad has slipped and collapsed, releasing product into a tributary creek. The well pad is located within a rural township; however, there are several landowners that live within half a mile of the pad. The portion of the pad that slipped held production tanks filled with an unknown substance.





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On-Scene Report #1 – 9:00 AM

A horizontal shale well pad has slipped and collapsed, releasing product into a tributary creek. First responders are determining the creek's rate of travel and are preparing to install booms across the stream.

The well pad is located within a rural township; however, there are several landowners that live within half a mile of the pad. A landowner has called the local newspaper and another landowner has shared a picture of first responders arriving on the scene to a community Facebook page.

The portion of the pad that slipped held six 210-barrel tanks, filled with oil. The local fire department is accessing the pad via the access road and the county sheriff's department is directing traffic. The county oil and gas inspector has arrived on scene and the state's Environmental Protection Agency responder is approximately an hour away.





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On-Scene Report #2 – 11:30 AM

A horizontal shale well pad has slipped and collapsed, releasing product into a tributary creek. The stream is flowing at a high rate. The local volunteer fire department is installing booms ahead of the leading edge of the product.

The company is estimating that 16,000 gallons of crude oil were in the tanks, based on shipping manifests. A company representative is notifying landowners within half a mile of the well and asking them to consider leaving the area and heading towards a local school. The county sheriff is discussing an evacuation plan with other local first responders.

The state oil and gas response team is on scene and is in discussion with the company about the stability of the well pad and access road. The state EPA is assessing impacts to the stream, while state wildlife officials are staging to determine any impacts to wildlife.

The wells on the pad have been shut in and all production pipelines are being monitored for leaks. The company's contractor is on scene and beginning to vacuum collected product behind the booms.

Several residents are gathered near the access road and are being interviewed by a television crew and the local newspaper. #oilspill is trending on twitter in the area. A regional television station is calling for a media statement. The local state representative is calling to discuss the scenario and available regional resources.





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Media Interactions



Tips for Media Interviews

1. Prepare answers to the five most likely and five toughest questions
2. Answer – Transition – Key Message
3. Say your answer in 5-10 second sound bites
4. Use no more than three key messages and three supporting facts for each message.
5. Never say no comment
6. Do not speculate or answer questions outside your responsibility.
7. Do not repeat negative information when giving your answer.





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Writing a Crisis Communication Plan



What to Include:

1. Goals
2. Strategies
3. Target Audience
4. Tactics
5. Messaging
6. Timing





Writing a Crisis
Communication Plan



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