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## CORPORATE COMMUNICATIONS ADVISORY

### *Terrorism Alerts Re-Emphasize Need To Put Crisis Communications Plans In Place*

Recent terrorism alerts re-emphasize the need for organizations to have fully developed, updated and tested crisis communications plans in place regardless of where an organization is physically located.

While all hope potential attacks by terrorists can be uncovered and stopped, organizations, whether public, private, or non-profit should supplement security plans with effective communications plans.

Complacency and the belief that a serious problem can't happen where "my company" is located are unwise and dangerous. Time spent developing a well-structured plan also may serve during other emergency situations.

If, in a crisis, regardless of the cause, your organization can't quickly and effectively communicate with staff, customers and clients, the community, the media, shareholders, regulators, and others, it is potentially putting the organization's people, and business or ser-

vice, in jeopardy.

A good plan clearly takes time to develop, and building a plan from scratch may be difficult. But even a basic plan is better than no plan.

For those who already have a crisis communications plan in place, consider the acronym "T.R.U.E.":

Test the plan regularly,

Review the plan often with staff,

Update the plan whenever a key person responsible for the plan leaves the organization,

Expand the plan for new and changing business and threat conditions.

Especially during vacation or holiday time, when many personnel are away, it is especially important to test and review the plan to be certain there aren't any vacation-caused gaps.

*Editor's Note: Submitted by Eric Samansky of the public relations and communications firm, The Samansky Group. 516-799-4144.*