

Crisis Communication Plan for United States Parachute Association

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Title Page

This is the third version of the Crisis Communication Plan developed and adopted by United States Parachute Association. The first Crisis Communications Plan was developed and adopted in 1956, ten years after the association began. The second Crisis Communication Plan was developed and adopted in 2002 after various changes happened in the field of skydiving due to the various reporting skydiving accidents. The Chairperson of the association when appending his signature for approval of the plan noted that the plan was great step towards achieving the mission of the association of ensuring safety for all those who love parachute adventures.

Authorities

There are various rules and regulations that guides the operations of the company will be very important for adoption and implementation of the plan. They include:

1. Federal Aviation Rules. This rules extend to sky diving since they also operate in the air just like planes and aircrafts.
2. The regulations that the Association has developed to help in regulation of its activities.

Purpose

When emergency occur, the need for communication is immediate. This is why this plan has been developed to show exactly how communication will be done during emergency issues within the organization (Meredith, 2011). The management in ensuring that the purpose of the plan is achieved will provided all the necessary support that will be need for such communication during crisis to be effective and efficient.

Scope

This Crisis Communication Plan covers various events. They include:

1. Accident Reporting: This will include all types of accident both minor and fatal accidents.
2. Notification of security threats within the association's buildings: In case there will be security threats, this plan will be used to give such communications to the people within and outside the building.

Situations and Assumptions

There are certain risks that comes with skydiving. This is where the accident that arise from such activities are covered in plan in terms of communication. Another thing that can lead to such plan be used is to cover any security threats that can be encounter within the associations building.

Audience Profile

The first audience is the general public, that is the citizens of the United States. This is because the organization is a public organization so it important that the public is made aware of such crisis situation. The second category of audience is those people who their family members and relatives are part of the association. The third category is all the workers of the organization.

Concept of Operations

The implementation of the plan will be initiated through seeking of approval by the public relations department from the management and in this case, is the Board of Directors. After approval, have been given, the public relations department through their head of department will

convene a press conference to communicate about the crisis. The same communication will also be posted on all the social media platforms used by the organization.

Key Communication Strategies

The main communication channel will be press conference. However, there will be other communication channels, which will include:

1. Social media platforms used by the association for its communication purposes. Such social media platforms include twitter and Facebook.
2. Internal memos for communication with the different departments of the association

Organization and Assignment of Responsibilities

There will be various people that will be involved in implementation of the plan. They include:

1. Head of Public Relations Department: He will be the head of the implementation of the plan.
2. The Chief Executive Officer: will be responsible for giving the approval for implementation of the plan in crisis situations.
3. Deputy of Head of Public Relations Department: He will be head the implementation of the plan in case the head of the department will not be available.

Evaluation of Communication Efforts

There are various ways in which the communication efforts will be evaluated. They include:

1. The reaction of the intended audience will tell whether such communication was helpful to them or not.

2. The efficiency at which the communication of the situation was made, this will check whether there were any deals in communication during such times anticipated by the plan.

Plan Development and Maintenance

The plan will be reviewed any time there will be changes in the various regulations that guide the operations of the association. The operations will also be reviewed when there is substantial change in how the operations of the association are being carried (Fearn, 2008). The reviews will be done through seminars that will involve all stakeholders being present to give their views and opinions including experts to guide such seminars.

Appendixes

This plan will be read together with the first and second edition of the Crisis Communication Plan. This is because there are certain parts of those plans that have been adopted by this third edition. This plan will also be read together with the various rules and regulations listed under the authority's section.

References

Fearn, K. (2008). *Student Workbook to Accompany Crisis Communication: a casebook approach*. New York: Routledge.

Meredith, T. (2011). *Crisis Communication Plan: In response to the corporation for the public broadcasting loss of government funding*. Washington D.C: Government Printing Press.