

Final Exercise #1

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| FROM: | | TO: | Team 1 & 2 | TIME: | 25 mins. |
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INPUT/ACTION/RESPONSE/REQUEST

The City of Loomexville has a population of 160,000 and is situated in Eastern Ontario.

This morning at 0700 the city came under a cyber attack. The attack has taken down all the City’s software systems. The control group has been called together to mitigate the current situation.

Systems effected include critical services like 911, fire dispatch, sewage and water treatment plants, accounting/collections and the traffic control system.

911 is using a traditional phone number 1-800-555-1000.

As the crisis communications team, action the following.

- Initial key messages
- Initial social media posts
- Internal communications
- Identify 3 key media representatives that will participate in a news conference
- Create a media release for the initial notice to the media.

EXPECTED OUTCOME

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