

CRISIS PROTECTION SERVICES (CPS)

WHAT IS CPS?

Crisis Protection Services (CPS) act like automobile or medical coverage. Just like you redeem medical services when you are sick, CPS allows you to access crisis management services **before, during, and after a crisis.**



24/7 support until the crisis has subsided.



Customized pre-, mid-, and post-plan.



Access to virtual trainings and webinars year-round.

CRISIS RESPONSE LEVELS

	EXAMPLES	INFORMAL METRIC*	OUR RESPONSE
CODE RED	<ul style="list-style-type: none">• Mass Shooting• Natural Disaster• National Scandal	Could it make national news?	Immediate on-location support
CODE YELLOW	<ul style="list-style-type: none">• Unethical Leadership from Local Official• Cyber Attack• Corruption	Could it make regional news?	24-7 electronic support

UNDERSTANDING A CRISIS

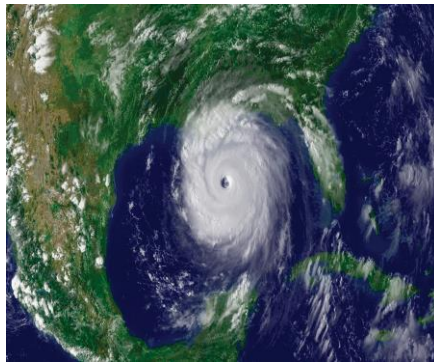
WHAT IS A CRISIS?

In crisis management, a crisis is a ***significant and unexpected threat to operations or reputations*** that can have negative consequences if not handled properly. A crisis can create three related threats: 1) Public safety 2) Financial loss and 3) Reputation loss.

3 MOST COMMON CRISES COVERED BY MEDIA



Mass shootings



Natural Disasters



National Scandals

WHAT HAPPENS TO YOU DURING A CRISIS?

Studies show that managers experience a wide range of emotions during a crisis, ***making decisions difficult***. Our program teaches critical skills in media management and leadership during a crisis.



WHY CPS?

WHY DO I NEED CRISIS PROTECTION SERVICES?

Those in local government who have gone through a major crisis will tell you -- almost without exception -- that there are three main reasons to engage with a crisis communications firm BEFORE a crisis hits.

1 OUTSIDE COUNSEL IS YOUR MOST VALUABLE ASSET

We've seen dozens of crises play out and we know what questions are coming from the media and public. We can objectively assess the crisis and help you avoid the usual pitfalls. In a nutshell – we act as the steady hand throughout the crisis.

2 CRISIS PROTECTION SERVICES ARE COST EFFECTIVE

Crisis communications firms can charge up to \$500,000 for emergency crisis response! At \$3,600 to \$24,000 annually, crisis protection services is a fraction of that cost. Plus, you receive annual added value through our trainings and webinars.

3 SUPPORT CAN BE IMPOSSIBLE TO FIND MID-CRISIS

A crisis communications firm can be the hardest thing to find mid-crisis. While you spend time finding the right firm, you're wasting precious time that should be spent responding to the crisis.

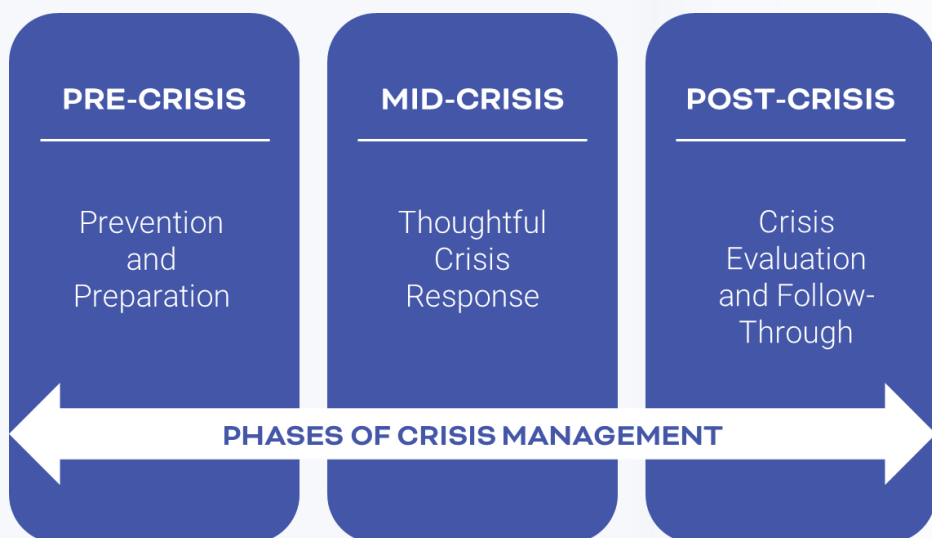


“If there is something that I have learned from this is that the one thing you cannot find in a crisis is a crisis communication agency. **We must have contacted about 40 companies**”.

- Cambridge Analytica COO on data crisis



WE GUIDE YOU THROUGH EACH PHASE OF A CRISIS



PRE-CRISIS

Our objective pre-crisis is to create plans to mitigate the impact of a crisis. Key activities include identifying a crisis response team and conducting media training with organizational spokespeople.

MID-CRISIS

In the unfortunate event of a crisis, we address threats to public safety first, and then address financial and reputational loss risks.

POST-CRISIS

After a crisis, we assist organizations in continued reputational repair. We also conduct a post-crisis assessment and report.

INVESTMENT

	CITY POPULATION	PRICE/MONTH
TIER 1	10,000 and under	\$300
TIER 2	10,000 to 25,000	\$400
TIER 3	25,000 to 50,000	\$600
TIER 4	50,000 to 250,000	\$1,000
TIER 5	250,000 and up	\$2,000

WHAT'S COVERED?

	TIME	ADDED VALUE	NOT COVERED
CODE RED	<ul style="list-style-type: none"> Initial on-site response for up to 7 days 	<ul style="list-style-type: none"> Readiness checklist Quarterly trainings & webinars. Crises analysis 	<ul style="list-style-type: none"> If initial response cap is exceeded, additional support will be \$200/hr*. Travel and expenses
CODE YELLOW	<ul style="list-style-type: none"> 50 hours of remote support 	<ul style="list-style-type: none"> Readiness checklist Quarterly trainings & webinars. Crises analysis 	<ul style="list-style-type: none"> If initial response cap is exceeded, additional support will be \$200/hr*.

*Crisis communication rate is \$500/hr for non-Crisis Protection Services clients.