

Crisis Communications Intake Response Form

Criticality Level (select one):

AI

ROUTINE	MODERATE	SEVERE
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Use this form to help your office respond to critical incidents.

Incident: _____ **Date/Time of Incident:** _____

Details: Include any relevant details that may be helpful as you and your team continue to respond to the incident.

Who to Notify: Include complete contact information for those who may need to be notified about the incident.

Internal Contact Name	Phone Number	Email	Notified?

External Contact Name	Phone Number	Email	Notified?

Holding Statements: Use this section to adapt these holding statement templates for the incident at hand, or use numbers 4 and 5 to craft new statements. Holding statements are short and concise and are a way for you to notify the press and public of an emerging incident.

1. Today, _____
Election Office
_____ learned that a person or organization made malicious robocalls to voters in _____
Jurisdiction using a fake voice that claimed to be _____
Official. The fake voice falsely claimed that _____
False Statement _____
True Statement. We are working with _____
Partner Agencies to further investigate and contain the issue. Voters are reminded to refer to _____
Website as a trusted source of information and may also call _____
Phone to confirm facts or to report suspicious activity.

2. _____
Election Office
learned that a person or organization impersonating elected officials sent malicious text messages to voters in _____
Jurisdiction. The texts falsely claimed that _____
False Statement. _____
True Statement. We are working with _____
Partner Agencies to further investigate and contain the issue. Voters are reminded to refer to _____
Website as a trusted source of information and may also call _____
Phone to confirm facts or to report suspicious activity.

3. _____ has been made aware of the spread of false information on social media sites
Election Office
 _____. These posts are accompanied by AI-generated images to support disinformation
Platforms
 and _____.
Impact True Statement
 We are working with _____ and these social media platforms to investigate and
Partner Agencies State
 contain the issue. Voters are encouraged to use _____ as a trusted source of information and may also
Website
 call _____ to confirm facts or to report suspicious activity.
Phone

4. _____

5. _____

Next Steps: Use this section to detail next steps in managing the crisis or incident.

- _____
- _____
- _____
- _____
- _____

Press Conference Plan (optional): Hosting a press conference during a crisis can assist with delivering your consistent core message to multiple reporters at one event. Create a general plan for press conferences to maintain preparedness and continuity.

Date & Time	Location	Statement? (Y/N)	Speakers	Q&A? (Y/N)