

Crisis Communications Intake Response Form

Criticality Level (select one):

AI

ROUTINEMODERATESEVERE

Use this form to help your office respond to critical incidents.

Incident: ☐ Voice Cloning ☐ Deepfake Video ☐ Generated Images
☐ Widespread Mis/Disinformation ☐ Other _____

Date/Time of Incident: _____

Location: ☐ Polling Location ☐ Election Office ☐ Operations Center ☐ Drop Box ☐ Other _____

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.

Name	Internal/External		Phone Number	Email	Notified	Notify 911
	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>

Talking Points: Use this section to help convey key messages clearly and consistently to various audiences.

What happened? _____

How is it affecting people? _____

What actions are being taken? _____

What do we want people to do? _____

Channels: What methods will you use to communicate this information? Consider your resources and who should know.

☐ Press Release ☐ News Conference ☐ Emergency Alert System ☐ Social Media
☐ SMS ☐ Email ☐ Phone ☐ Website ☐ Other _____

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

1. Today, _____ learned that a person or organization made malicious robocalls to voters in _____ using a fake voice that claimed to be _____. The voice falsely claimed that _____. In fact, _____. We are working with _____ to further investigate and contain the issue. Voters are reminded to refer to _____ as a trusted source of information and may also call _____ to confirm facts or to report suspicious activity.

2. _____ is aware of the spread of false information on social media sites _____. These posts are accompanied by AI-generated images to support disinformation and _____. We are working with _____ and these platforms to investigate and contain the issue. Voters are encouraged to use _____ as a trusted source of information and may also call _____ to confirm facts or to report suspicious activity.

3. _____

Next Steps: Detail next steps in managing the crisis or incident.

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

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)