

PEACHES

A Crisis Communication Plan

**Drafted by
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Introduction

Why is it important?

In the wake of recent events, Peaches finds itself at a critical juncture in its history. The unfortunate incident involving a large fight on our premises has not only shaken our reputation but also resulted in the suspension of our liquor license due to an inadequate food-to-alcohol sales ratio. As a small local bar deeply embedded in our community, we understand the significance of this moment and the need for swift, transparent, and effective communication. Our commitment to our patrons, neighbors, and employees remains unwavering, and we are dedicated to addressing these challenges head-on with integrity and responsibility. This Crisis Communication Plan aims to outline the strategies and steps we will take to rebuild trust, rectify our shortcomings, and emerge from this ordeal stronger, safer, and more focused on serving our community's needs.

What is the plan is not followed?

Failure to follow this Crisis Communication Plan could have detrimental consequences. Without a clear and effective strategy for addressing the recent crisis, the bar risks further damage to its reputation, potential legal ramifications, and a deeper strain on its relationship with the local community. Negative public perception and the spread of rumors may persist, leading to a prolonged period of distrust and diminished patronage. Additionally, the lack of structured response could hinder our ability to retain our liquor license, resulting in extreme financial losses and a potential permanent closing. Therefore, adherence to this plan is essential to facilitate a swift and successful recovery.

Has something like this happened before?

In July 2022, around 50 people came into the bar on a Friday night to celebrate a birthday. During this time, there was one security guard, not in uniform. At the bar, a man had allegedly touched a woman inappropriately and there had been some “racial slurs” used during the incident as well. From there, a fight broke out and more people jumped in it. One man had gotten “stomped on” and was severely beaten. However, the only arrest was of a man who had a gun and was waving it around and pointing it at people. When police came, the fighters reportedly turned on them and put the officers at risk. The ACC voted for a 4 week suspension due to the lack of security in August 2022.

Later that year in November, the ACC received a complaint regarding Peaches’ food to liquor ratio. Unless a variance is granted, establishments in the City of Rome that sell distilled spirits by the drink must also be a restaurant, selling at least as much food as liquor. The ratio does not apply to beer and wine. The city commission terminated the establishment’s liquor license in May on grounds that it was not meeting the 50-50 ratio. The action came with a stipulation that the license could be reapplied for in three months.

Since the suspension, Peaches has partnered with Tiger and Bea’s BBQ, which is now operating the kitchen. It was also suggested that since Peaches is more of an entertainment venue than a restaurant, ticket sales could be used to meet the 50-50 ratio. The ACC then voted to allow Peaches’ use of 25% of its ticket sales to help meet the ratio as well as reinstating the venue’s distilled spirits pouring license.

Acknowledgments

By signing this statement, I verify that I have read this crisis communication plan and am prepared to put it into effect:

Stephanie Shaw

Owner

Rehearsal Dates

Crisis Plan Testing

Peaches Bar will implement and practice its newly developed crisis communication plan during any larger performances or events held at the venue, particularly focusing on this context due to its potential to attract a more extensive and diverse audience. It's important to note that Peaches Bar has not previously employed such a comprehensive crisis communication plan. However, this forward-thinking approach is essential for ensuring the safety and satisfaction of both performers and patrons. By conducting regular drills and scenario-based exercises before and during these larger events, Peaches aims to proactively prepare its staff for any unforeseen incidents. This practice will help Peaches Bar swiftly respond to any challenges that may arise, demonstrating a commitment to the safety and well-being of all stakeholders while ensuring the continued success of the venue in hosting remarkable performances.

Purpose and Objectives

Purpose

The primary purpose of this Crisis Communication Plan is to guide Peaches Bar in effectively managing and communicating during critical incidents, with a specific focus on the potential risks associated with larger performances at the venue. The plan aims to ensure the safety, reputation, and continued success of Peaches Bar while fostering trust within the local community and among all stakeholders.

Objectives

- **Safety and Incident Management:** Ensure the safety and security of patrons, staff, and performers during large performances and critical incidents through swift and organized response protocols.
- **Reputation Management:** Protect and uphold the reputation of Peaches by providing clear and accurate information to the public and addressing any potential damage to the venue's image.
- **Community Engagement:** Maintain open lines of communication with the local community and stakeholders, fostering transparency and trust in Peaches' commitment to safety and responsibility.
- **Compliance and Regulation:** Ensure compliance with all applicable laws and regulations, especially concerning the 50-50 food-to-drink ratio, to prevent further issues with licensing and legal authorities.
- **Continuity of Operations:** Ensure that Peaches can continue its regular operations as smoothly as possible during and after critical incidents, minimizing financial losses and business disruption.
- **Adaptation and Improvement:** Continuously assess the effectiveness of the plan and make necessary adjustments to enhance its responsiveness and resilience in the face of evolving challenges and circumstances.

Key Publics

The order in which these key publics are notified can vary based on the nature and severity of the crisis. However, the safety and well-being of patrons and staff should always be the top priority, followed by legal compliance and reputation management. Open and transparent communication with all stakeholders is essential throughout the crisis response process.

Internal Staff and Management

The first group to be notified should be the internal staff and management of Peaches Bar. This includes bartenders, waitstaff, security personnel, and management team. They need to be informed about the crisis, the appropriate response procedures, and their roles in handling the situation.

Performers and Entertainers

If the crisis occurs during a performance or event, the performers and entertainers should be promptly informed, as they may need to make decisions regarding their participation, safety, or potential rescheduling.

Local Authorities and Responders

In cases of emergencies, local law enforcement, fire departments, and medical responders should be immediately notified to ensure the safety of patrons and facilitate a coordinated response to the crisis.

Patrons and Customers

Once safety and appropriate response measures are in place, patrons and customers present at the venue should be informed of the situation and any actions they need to take, such as evacuating or seeking safety.

Licensing Authorities

The ACC and relevant licensing authorities should be informed as soon as possible, especially in situations that could impact the bar's license or regulatory compliance. It's essential to report the incident honestly and transparently to these entities.

Media and Public Relations Contacts

Notify media outlets and public relations contacts. This ensures that the bar can help shape the narrative and provide accurate information to the public. Example: The Rome News Tribune

Legal Counsel and Insurance Providers

Legal counsel and insurance providers should be informed to address potential legal ramifications and ensure compliance with contractual obligations and insurance claims.

Notifying Publics

Internal Staff and Management

- Method: In-person meetings or text messages for immediate staff, and email or phone calls for management.
- Responsible: General Manager or designated crisis response team leader.

Performers and Entertainers

- Method: Phone calls, text messages, or email to their designated contact.
- Responsible: Entertainment manager or event coordinator.

Local Authorities and Responders

- Method: Emergency phone calls to the relevant authorities and 911 for immediate assistance.
- Responsible: General Manager or security personnel.

Patrons and Customers

- Method: Public address announcements, text messages (if feasible), and staff directing patrons to safety.
- Responsible: General Manager, security, and staff.

Licensing Authorities

- Method: Formal written notification and follow-up communications to the ACC and relevant licensing bodies.
- Responsible: Owner, Stephanie Shaw

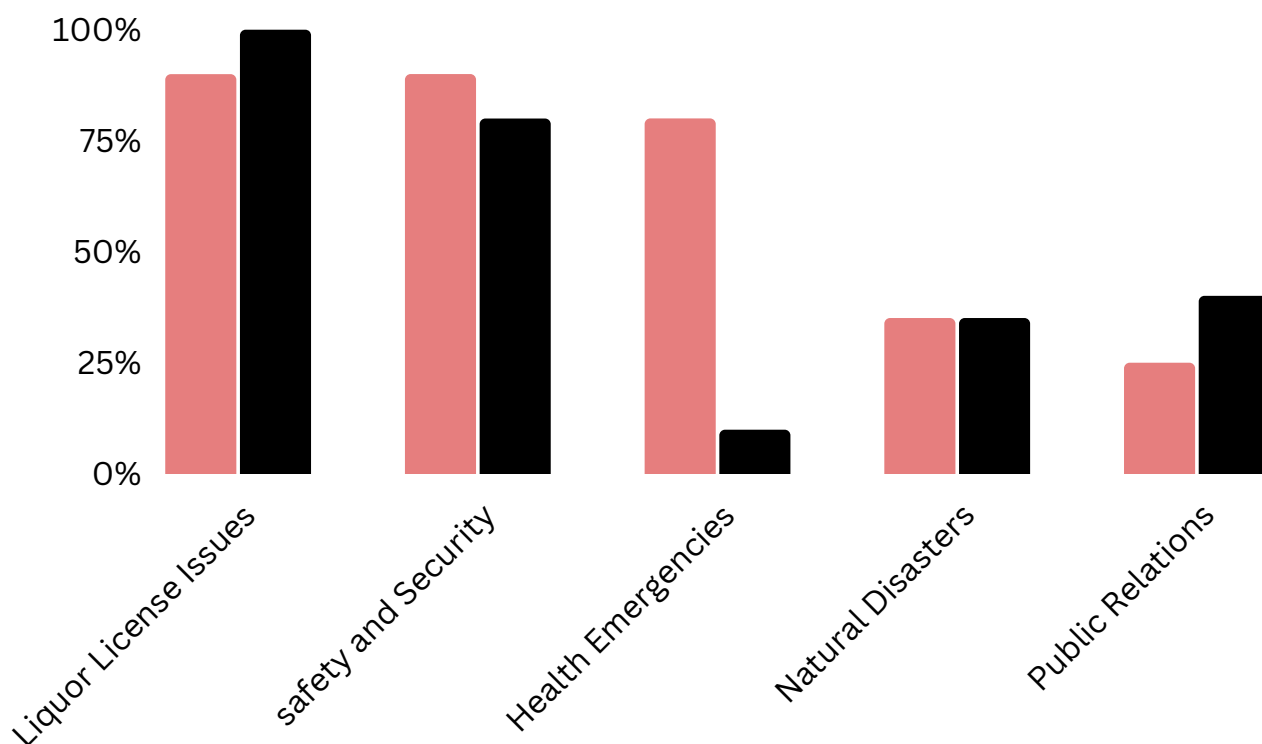
Media and Public Relations Contacts

- Method: Press release, media alerts, and designated media spokespersons.
- Responsible: Owner, Stephanie Shaw

Legal Counsel and Insurance Providers

- Method: Immediate contact through phone or email to begin necessary legal or insurance processes.
- Responsible: Owner, Stephanie Shaw

Crisis Inventory



Peaches Bar's primary audience comprises young adults aged 18 and up. Each of the potential crises outlined can have different impacts on this audience, and recognizing warning signs is essential for effective crisis management. Here's a breakdown of how these crises may affect Peaches Bar's audience and potential warning signs:

For all these crises, proactive measures in place, such as clear communication strategies, security protocols, health and safety measures, and contingency plans, can help minimize their impact on the audience. Monitoring social media, customer feedback, and local news for signs of discontent, safety concerns, or regulatory issues is vital to stay ahead of potential crises and address them promptly. Effective communication with the audience is crucial to rebuild trust and assure patrons that the bar is taking necessary actions to resolve any issues.

Likelihood

For Peaches Bar's primary audience of patrons aged 18 and up, the impact of potential crises can vary. The likelihood of a crisis affecting them significantly depends on the type of crisis. Liquor license issues may not directly affect patrons, but they can indirectly influence the bar's operations, potentially leading to changes in pricing, service, or even closure. Safety and security crises are more immediate concerns, and there is a moderate likelihood that patrons may be impacted. Health emergencies, including disease outbreaks, can pose a considerable risk to this audience, particularly given the close social interactions in the bar environment. Natural disasters, while less likely in many regions, can have a substantial impact on patrons if evacuation or sheltering becomes necessary. Public relations crises have a high likelihood of affecting patrons through potential negative media coverage, which can deter them from visiting.

Warning Signs

- Inadequate food-to-drink ratio
- Non-compliance with regulations
- Large fights, altercations, patron injuries, or threats to safety
- Disease outbreaks (eg COVID-19), food safety issues
- Tornadoes, flooding
- Negative media coverage
- Reputation-damaging incidents

Damage

In the case of liquor license issues, patrons may experience inconveniences like limited beverage options or higher prices as the bar adapts to regulatory changes. Safety and security crises may directly harm patrons through physical harm, emotional distress, or creating an atmosphere of fear, potentially discouraging repeat visits. Health emergencies can harm patrons by exposing them to contagious diseases or triggering health fears, which might discourage attendance. Natural disasters can result in physical harm or trauma to patrons, and damage to the venue may temporarily close it, affecting the social environment. Public relations crises may damage the reputation of Peaches Bar, potentially discouraging patrons due to concerns about safety or the bar's image.

Crisis Communication Team

Individuals Responsible for Communicating	Communication with/to	Method of Communication
General Manager or designated crisis response team leader	internal staff and management	in-person meetings or text messages for immediate staff, and email or phone calls for management
Entertainment manager or event coordinator	performers and entertainers	phone calls, text messages, or email to their designated contact
general manager or security personnel	local authorities and responders	emergency phone calls to the relevant authorities and 911 for immediate assistance
general manager, security, and staff	patrons and customers	public address announcements, text messages (if feasible), and staff directing patrons to safety
owner, Stephanie Shaw	licensing authorities	formal written notification and follow-up communications to the ACC and relevant licensing bodies
owner, Stephanie Shaw	media and PR contacts	press release, media alerts, and designated media spokesperson
owner, Staphanie Shaw	legal counsel and insurance providers	immediate contact through phone or email to begin necessary legal or insurance processes

CRISIS DIRECTORY

Stephanie Shaw

Phone: +123-456-7890

Email: hello@reallygreatsite.com

Website: www.reallygreatsite.com

Media Spokesperson

According to Sky Marsen, "although the spokespersons are expected to speak on behalf of the organization, they are also often expected to show a personal commitment and, possibly, an emotional tone, producing conflicting intentions in discursive choices" (Marsen). For this reason, **Stephanie Shaw**, as the owner of Peaches Bar, has been chosen as the media spokesperson.

Firstly, as the owner, she holds the highest level of authority within the establishment, making her the most credible and authoritative figure to address the public during a crisis. Her direct involvement conveys a sense of responsibility and transparency.

Furthermore, Stephanie's intimate knowledge of the bar's operations, policies, and values uniquely positions her to provide accurate and comprehensive information to the media and the public. Her ability to empathize with patrons and staff while addressing their concerns is invaluable in maintaining trust and managing the bar's reputation.

Additionally, her presence as the media spokesperson underscores her personal commitment to resolving the crisis and reinforcing Peaches' dedication to safety and community well-being. Overall, Stephanie Shaw's role as the media spokesperson serves to enhance transparency, credibility, and trust in Peaches Bar's crisis response efforts.

Emergency Personnel

Floyd County Police Department

5 Government Plaza #200

Rome, GA 30165

706.235.7766

Floyd County Fire Department

617 W 1st St.

Rome, GA 30161

706.236.4510

Floyd Medical Center

304 Turner McCall Blvd

Rome, GA 30165

706.290.5252

Local Officials

- Bekki Fox
 - Rome Community Development
 - 706.236.4477
 - bfox@rome.ga.us
- Katie Kiser
 - Rome Administration
 - 706.236.4400
 - kkiser@rome.ga.us
- Kristy Childre
 - Rome Human Resources and Risk Management
 - 706.236-4450
 - kchildre@rome.ga.us

Key Media

Rome News-Tribune

305 East Sixth Avenue

P.O. Box 1633

Rome, GA 30161

706.290.5252

Coosa Valley News

510 Avenue A

Rome, GA 30165

706.234.0081

WRGA News

520 John Davenport Drive

Rome, GA 30165

706.291.9496

FOX 5 News Atlanta

1551 Briarcliff Road NE

Atlanta, GA 30306

404.898.0100

CNN News Atlanta

1190 Marietta Street

Atlanta, GA 30303

404.827.2300

Relevant Spokespeople

Entertainment Partners

Individuals representing local bands, entertainers, and artists who perform at Peaches Bar can speak about their experiences and collaboration with the establishment, as well as the impact on the local arts and entertainment scene.

Liquor Licensing Authorities

Officials from the licensing authorities responsible for regulating alcohol sales can provide insights into the bar's compliance with liquor laws and regulations, as well as the process for obtaining and renewing licenses.

Customers and Patrons

Satisfied customers and patrons who have had positive experiences at Peaches Bar can act as brand advocates and speak about the atmosphere, entertainment, and services they have enjoyed.

Community Leaders

Prominent community leaders or local influencers who frequent or support Peaches Bar can speak about the positive role the establishment plays in the local culture and social scene.

Local Business Associations

Representatives from local business associations can discuss Peaches Bar's contribution to the local economy and its impact on nearby businesses.

Local Government Officials

Elected officials or city council members can provide a perspective on Peaches Bar's compliance with city ordinances and regulations, as well as its contribution to the local community.

Crisis Control Center

In the event of a crisis, Peaches' crisis control center will be located at the administrative office of Peaches Bar, where Stephanie Shaw works as the owner and manager. The administrative office will serve as the primary hub for crisis management activities. Should the situation necessitate the involvement of various members of the Peaches community, such as the staff, security personnel, and entertainment manager, the secondary crisis control center will be the great room, situated inside Peaches Bar.

Stephanie Shaw, who has access to Peaches' facilities where both the administrative office and the great room are located, will be the designated contact person to initiate and manage the crisis control center. Shaw will hold the responsibility of unlocking and ensuring the operational readiness of the crisis control center. Furthermore, she will be the key point of contact for coordinating and communicating with all necessary members of the Peaches community, should their presence be required during the crisis.

The crisis control center at Peaches will play a pivotal role in monitoring the crisis, developing and executing necessary responses, and facilitating communication with patrons, staff, the general public, and the media. This space will serve as the central command for Peaches' crisis management efforts, ensuring a swift, coordinated, and effective response to any critical situation.

Equipment & Supplies

Stephanie Shaw, as the owner and manager of Peaches, holds the responsibility of gathering all necessary supplies and resources required for the efficient operation of the crisis control center.

Needed

- Chairs and tables
- Bulletin boards
- Laptop computers
- HDMI cables
- Projector and screen
- Printers and copy machine
- Telephones and cellular phones
- Company letterhead, pens, pencils
- Telephone directories (student, faculty/staff, alumni)
- Contact list and media directories
- Press kits
- Crisis communication plans
- Food and beverages
- First-aid kits
- Cameras and film
- Extension cords and ethernet cables

Pregathered Information

● Peaches Fact Sheet

325 Broad St
30161 Rome, GA, US
706-237-7265
romepeaches.com

● Mission

At Peaches, our mission is to provide our community with an unforgettable social experience, where vibrant music, delightful beverages, and a welcoming atmosphere come together.

● About

Peaches is a local bar located in the heart of our community, providing a convenient and inviting space for friends and neighbors to gather. We offer a diverse range of beverages and entertainment options, making us a go-to destination for those seeking a fun and social atmosphere. Whether you're looking for a place to relax after a long day or seeking a lively night out, Peaches is here to offer a solution for your social needs.

● Owner

Stephanie Shaw

● Social

facebook.com/romegapeaches
instagram.com/romegapeaches

Stephanie Shaw (Owner and Manager)

Stephanie Shaw is the primary decision-maker and representative of Peaches Bar. As the owner and manager, she possesses an in-depth understanding of the bar's operations, policies, and overall vision, making her the ideal spokesperson for the establishment.

Partnerships

At the heart of this community is the establishment's collaboration with local musical artists, where the stage becomes a dynamic canvas for live performances, ranging from country acoustic sets to energetic indie bands. This partnership not only supports the local music scene but also creates an immersive experience for patrons.

Ticket Sales

In setting ticket sale goals, Peaches Bar aims not only to enhance the cultural vibrancy of its space but also to drive alcohol sales. By curating compelling events that resonate with the target audience, the bar aims to increase foot traffic and create an atmosphere conducive to socializing. This strategic approach ensures that as patrons indulge in the electrifying performances, there's a natural inclination to complement the experience with a thoughtfully curated selection of beverages, thereby achieving a harmonious balance between ticket sales and alcohol consumption that contributes to the venue's overall success.

Financial Goals

Peaches Bar has set ambitious financial goals aimed at regaining full capacity after navigating through challenging times. The establishment recognizes the importance of a comprehensive strategy that not only includes ticket and alcohol sales but also involves cost management and innovative revenue streams. The financial objectives encompass optimizing operational efficiency, implementing targeted marketing initiatives to attract a broad audience, and fostering collaborations with local businesses for mutually beneficial promotions.

Fact Sheet

Stephanie Shaw

Owner of Peaches

Contact

Stephanie Shaw

706-237-7265

romepeaches.com

.facebook.com/stephanie.shaw.9256

Professional Background

Stephanie Shaw has been the proud owner and manager of Peaches Bar for over a decade, overseeing all aspects of the establishment's operations.

Responsibilities

As the owner and manager of Peaches Bar, Stephanie Shaw is responsible for the overall vision, strategy, and daily management of the establishment. Her roles and responsibilities include:

- Ensuring the bar's compliance with all relevant laws and regulations, including liquor licensing and safety standards.
- Overseeing staff, hiring, and training to maintain a high level of customer service and safety.
- Implementing marketing and community engagement strategies to maintain a strong presence in the local community.
- Managing the financial aspects of the bar, including budgeting, revenue, and cost control.
- Leading crisis management and communication efforts in the event of unforeseen situations or challenges.

Talking Points

Having well-prepared talking points is crucial for Peaches Bar in a crisis because it allows the establishment to control the narrative and shape public perception. By framing information in a way that emphasizes transparency, responsibility, and proactive solutions, the bar can mitigate potential negative impacts on its reputation. Effective communication during a crisis involves not only conveying accurate information but also framing it in a manner that fosters trust and confidence among patrons, employees, and the community.

- **Transparency and Open Communication:** Emphasize a commitment to transparent communication, providing accurate and timely information to patrons, employees, and the community.
- **Safety Protocols and Measures:** Highlight the rigorous safety measures in place to ensure the well-being of patrons and staff, such as enhanced cleaning procedures, staff training, and adherence to public health guidelines.
- **Adaptability and Flexibility:** Communicate a willingness to adapt and evolve based on changing circumstances, demonstrating a proactive approach to managing challenges and uncertainties.
- **Community Engagement:** Showcase Peaches Bar's dedication to community well-being by participating in or supporting local initiatives, reinforcing its role as a responsible and engaged member of the community.
- **Collaboration with Local Authorities:** Communicate collaboration with local health authorities and regulatory bodies, reinforcing Peaches Bar's commitment to public safety and adherence to guidelines.

Sample News Release

[Rome, GA. (Date) – Peaches, a cornerstone of our vibrant community, is committed to the safety and well-being of our patrons, employees, and the public. In response to recent concerns related to [safety issues/alcohol licensing compliance], we are issuing this statement to address the matter directly and transparently.

Ensuring Safety:

Peaches has always prioritized the safety and enjoyment of our guests. In light of recent events, we want to assure our community that we take safety concerns seriously. We have implemented rigorous safety protocols, including enhanced cleaning procedures, staff training, and collaboration with local authorities to create a secure environment for all.

Commitment to Compliance:

Peaches recognizes the importance of adhering to alcohol licensing laws and regulations. We are currently reviewing our internal procedures to ensure full compliance with all licensing requirements. We take responsibility for any oversights and are actively working with relevant authorities to rectify the situation promptly.

Next Steps:

Moving forward, Peaches is committed to open communication and ongoing improvement. We will be conducting a thorough internal review to identify areas for enhancement in our safety and compliance protocols. Additionally, we are actively engaging with local authorities to address any concerns and to ensure that our operations align with established guidelines.

Community Partnership:

We value the trust our community has placed in Peaches, and we remain dedicated to being a responsible and engaged member of this vibrant neighborhood. We appreciate the support of our patrons, and we are committed to earning and maintaining your trust through transparent communication and tangible actions.

Key Messages

Peaches' key messages revolve around its unwavering commitment to community engagement and the promotion of cultural vibrancy. Rooted in the belief that a thriving community is built on shared experiences, Peaches serves as a hub for diverse cultural expressions, from live music performances to collaborative events with local artists. The establishment's messaging emphasizes its role not just as a venue but as an active contributor to the rich tapestry of the community, fostering a sense of belonging and shared celebration.

At the core of Peaches' key messages is an unyielding dedication to the safety and well-being of its patrons and staff. The bar recognizes the importance of providing a secure environment for everyone to enjoy the unique experiences it offers. Messages underscore the implementation of stringent safety protocols, staff training, and ongoing collaboration with local health authorities. This commitment extends beyond the bar's physical space, reflecting a deep responsibility to the broader community in which Peaches operates.

Peaches' messaging encapsulates its spirit of continuous innovation and resilience, especially during challenging times. Emphasizing a forward-looking approach, key messages highlight the bar's ability to adapt and evolve. Whether through the introduction of new events, collaborations, or digital engagement strategies, Peaches Bar communicates its determination to not only weather challenges but to emerge stronger and more vibrant. This message reinforces the bar's position as a dynamic and enduring cultural cornerstone that remains dedicated to providing exceptional experiences for its patrons.

Owned and Shared Media

In the dynamic landscape of digital communication, Peaches understands the significance of a balanced approach to owned and shared media to effectively convey its brand identity and navigate the intricacies of social platforms. As a cornerstone of our community's cultural scene, Peaches recognizes the power of owned media—channels directly controlled by the establishment, such as the official website and newsletters. These platforms are meticulously curated to reflect the bar's values, upcoming events, and engaging content that resonates with our audience.

In tandem with owned media, Peaches acknowledges the influence of shared media—social platforms where information is disseminated among diverse audiences. While these channels offer unparalleled reach and engagement, they also require a nuanced and responsible approach, particularly in times of crisis. Peaches is committed to delivering authentic, transparent, and timely messages across all social platforms. This involves aligning our messaging with our core values and the expectations of our community.

In the event of a crisis, Peaches has a well-defined strategy for responsible social engagement. First and foremost, transparency is paramount. The bar will provide accurate information promptly, ensuring that patrons and the wider community receive updates directly from the source. We understand the importance of addressing concerns directly, openly acknowledging any shortcomings, and communicating the steps being taken to rectify the situation.

Moreover, Peaches will actively monitor and moderate social platforms to ensure that discussions remain constructive and respectful. This commitment extends to promptly addressing any misinformation or negative sentiments, reinforcing the establishment's dedication to fostering a positive online community. In times of crisis, Peaches sees social media not just as a tool for information dissemination but as a platform for genuine dialogue and community support. The responsible use of owned and shared media aligns with Peaches' broader commitment to transparency, community engagement, and continuous improvement.

Trick Questions

The spokesperson for Peaches Bar plays a pivotal role in guiding the narrative during various interactions, particularly in times of crisis. Their primary responsibility is to redirect questions back to the bar's core values and goals, ensuring that all communication remains aligned with the establishment's ethos. By adeptly steering discussions towards the values that define Peaches Bar, the spokesperson reinforces the commitment to community, safety, and cultural vibrancy.

Responses

- **Trick Question:** "Is it true that your safety protocols were lacking?"
 - **Wise PR Response:** "Our commitment to safety is paramount. We continuously assess and improve our protocols to ensure the well-being of our patrons and staff. We're actively reviewing and enhancing our procedures to address any concerns and uphold the highest safety standards."
- **Trick Question:** "Did you ignore warnings or fail to comply with regulations?"
 - **Wise PR Response:** "We take compliance seriously and work closely with regulatory bodies. We're conducting a thorough internal review to ensure full adherence to all regulations. Our aim is to rectify any oversights and reinforce our dedication to compliance."
- **Trick Question:** "Have you lost the trust of your patrons due to this incident?"
 - **Wise PR Response:** "Our patrons are at the heart of everything we do. We're committed to rebuilding trust by prioritizing transparency and taking tangible steps to address concerns. Our focus remains on providing a safe and enjoyable experience for everyone who walks through our doors."
- **Trick Question:** "Do you think this incident reflects a larger problem with your management?"
 - **Wise PR Response:** "We acknowledge any shortcomings and view this as an opportunity for improvement. Our management team is dedicated to learning from this experience, strengthening our operations, and ensuring that our actions align with our commitment to our values and community."
- **Trick Question:** "Are you trying to downplay the seriousness of this situation?"
 - **Wise PR Response:** "We understand the seriousness of the situation and take it very seriously. Our focus is on addressing concerns promptly, communicating transparently, and implementing necessary measures to ensure the safety and satisfaction of our patrons."

Prodromes

These may be some signs that can indicate a possible crisis.

Peaches should monitor several situations and possible prodromes to best prepare for how to respond to a crisis if one should occur.

Examples

- **Unusual Decrease in Attendance:** A sudden and significant drop in patronage may signal dissatisfaction, changing preferences, or external factors affecting the business.
- **Increased Customer Complaints:** A notable uptick in customer complaints, especially regarding safety concerns, service quality, or the overall experience, may indicate emerging issues.
- **Negative Social Media Sentiment:** Monitor social media platforms for a surge in negative comments, reviews, or mentions, as these can quickly escalate and impact the bar's reputation.
- **Staff Discontent:** A rise in staff turnover, internal conflicts, or expressions of dissatisfaction among employees could indicate underlying operational issues.
- **Regulatory Compliance Concerns:** Notices, warnings, or inquiries from local authorities about licensing, safety, or other compliance matters may signal potential regulatory issues.
- **Financial Irregularities:** Unexplained discrepancies in financial records or a sudden decline in revenue without clear reasons should be investigated promptly.
- **Unfavorable Media Coverage:** Negative or critical media coverage, whether local news or online publications, can contribute to a crisis if not addressed and managed proactively.

Related URLs

<https://www.forbes.com/sites/forbesagencycouncil/2023/04/10/5-best-practices-to-incorporate-into-your-crisis-communications-strategy/?sh=16c366093e99>

- Crisis communication best practices
- An easy template to follow

<https://stars.library.ucf.edu/cgi/viewcontent.cgi?article=1073&context=icrcc>

- Explores how to deal with a crisis in the entertainment industry specifically
- Specifically looks into the impact of health crises and the impacts of COVID-19

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8689400/>

- a deeper look into local legislation surrounding the sale of alcohol
- gives perspective on how to speak about alcohol licensing using proper terminology and upholding proper requirements

<https://www.yumpu.com/en/document/read/21988931/char-restaurant-and-bar-crisis-communication-plan-appalachian->

- a second example of another bar/restaurant crisis communication plan to draw information and insights from

Evaluation Forms

After a crisis, Peaches will go through an evaluation process to determine what went wrong, how certain things were handled correctly and efficiently, and what things will need to be improved upon in order to ensure greater care and even avoidance of a similar crisis in the future. The evaluation process must take place as soon as possible after the crisis to ensure the most accurate results .

Qualitative Questions

Media Relations:

- What was the initial response to media inquiries during the crisis?
- Were there any challenges in managing or redirecting media narratives, and how were they addressed?
- Did the media team monitor and respond to social media sentiment in a timely manner?
- Were there opportunities to engage with media for positive storytelling amidst the crisis?

Internal Communication:

- How well were internal communication channels utilized during the crisis?
- Were employees promptly informed about the situation, and was there transparency in communication?
- What feedback was received from staff regarding the clarity and effectiveness of internal communications?
- Did the crisis expose any gaps in staff training related to crisis response and communication?

External Communication:

- How did external communication channels, such as newsletters and website updates, contribute to information dissemination?
- Were there any issues with the clarity or accuracy of external communication to patrons and the community?
- Were there opportunities to engage the community in the resolution process, and if so, how were they leveraged?

Crisis Management Team:

- Were roles and responsibilities clearly defined within the crisis management team, and were they effectively executed?
- What strengths and weaknesses were observed in the crisis management team's decision-making process?
- How well did the crisis management team learn and adapt during the crisis, and what steps can be taken to improve future responses?

Quantitative Questions

- On a scale from 1 to 5, how well do you feel Peaches Bar's initial response addressed the concerns raised during the crisis? (1: Strongly Disagree, 5: Strongly Agree)
- To what extent did Peaches Bar's media team effectively convey key messages aligned with the bar's values? (1: Not at all, 5: Extremely well)
- How promptly were employees informed about the crisis, and how transparent was the internal communication? (1: Not promptly/transparent, 5: Very promptly/transparent)
- Rate the effectiveness of external communications, including newsletters and website updates, during the crisis. (1: Not effective, 5: Very effective)
- On a scale from 1 to 5, how well were Peaches Bar's values conveyed in external communications during the crisis? (1: Not at all, 5: Extremely well)
- How quickly and efficiently did the crisis management team assemble and respond to the situation? (1: Not quickly/efficiently, 5: Very quickly/efficiently)
- To what extent were roles and responsibilities within the crisis management team clearly defined and effectively executed? (1: Not at all, 5: Extremely well)
- Rate the clarity and accuracy of external communications to patrons and the community during the crisis. (1: Not clear/accurate, 5: Very clear/accurate)
- How well did Peaches Bar's media team monitor and respond to social media sentiment during the crisis? (1: Not well, 5: Very well)
- Rate the overall coordination and communication between different departments within the crisis management team. (1: Poor, 5: Excellent)

References

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