



Schneider National Crisis Communication Plan



Water Contamination
Atlanta, Georgia
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MU Communications Firm:

Julie Conrad, Jenny Mays, Mike Wessel,
Mike Hellinger, Erin Sesil, and Clare
Peterson

Problem Statement

- Schneider National truck driver loses control of vehicle carrying hazardous waste for 3M
- Waste contaminates stream, leading to contamination of Atlanta water supply
- Atlanta Police Dept. currently at the scene
- Main concern
 - Potential threat to human life
 - Schneider National reputation

Business Objective

- Reassurance of loyalty to current and future stakeholders
- Taking responsibility for accident
- Participation in cleanup efforts

Communication Strategy

- Inform both internal and external publics
- Gain support
- Persuade and Instruct
 - Publics
 - Message Strategy
 - Media Strategy

Response Plan

- Immediate communication
 - Atlanta officials, residents, media
 - Schneider National Employees
- Open Communication
 - Designated spokesperson
 - All inquires and questions directed to Schneider National Information Hotline

Worst Case Scenario

- Reassess accordingly
 - Extended period of water contamination
 - Severe illness or fatalities

Timeline

- Day 1
 - MU Communications Firm taking calls on the Information Hotline
 - Call all Atlanta emergency and press contacts
 - Official statement
 - Have all inquires related to accident directed to the Information Center
- Day 2
 - Inform clients of situation
 - Meet with top management, discuss Safety First driving program
 - Continue communication with Atlanta

Timeline continued

- Day 3-13
 - Continue to develop Safety First program
 - Monitor sales
- Day 14
 - Press release
 - Continuing communication with Atlanta officials on progress
 - Internal communication stress on reliability and responsibility as company

Budget

- Safety First program
 - \$10,000
- Representative's flight and stay in Atlanta
 - \$2,500
- 3M expense
- News wire
- Research
- Emergency funds

Safety First Driving Program

- One day regional conferences
- Current information on driver safety and truck maintenance
- Driver improvement records will be checked more frequently



Measurement Standard

- Sales effects
- Customer effects
- Employee surveys
- Negative/positive media hits
- Driver improvements

Questions?

