

PB Oil Company:
Crisis Response Plan

Gulf of Mexico Oil Spill

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1. Purpose of the Plan

This Crisis Response Plan is a guideline for the PB Oil Company in the event of an oil spill resulting from a damaged oil rig. The plan outlines how the company should communicate with key stakeholders like the public, media, government agencies, employees, partners, and communities affected by the oil spill. This Crisis Response Plan follows the Golden Hour framework and the principles of proactive crisis management.

2. Golden Hour Response (0-60 Minutes)

The “Golden Hour” is the most critical window. The organization's reputation and possible outcome of the crisis is shaped here.

0-15 Minutes:

Objective: Confirm facts, confirm information needs, establish control and open communication channels

- Activate the Crisis Management Team through the emergency alert system
- Establish secure communication channels like the Zoom Situation Room and Emergency Line
- Confirm known facts about the oil spill like rig damage, estimated leak size, and on-sight personnel safety
- Confirm what is not known yet (information needs)
- Freeze all non-essential public communication

15-30 Minutes:

Objective: Begin internal coordination and crisis monitoring

- Notify the full crisis communications team of meeting time on Zoom and in-person
- Initiate social media and media monitoring for any stories or narratives on the crisis
- Log all inquiries from the government, media, and public
- Alert the Coast Guard, the National Oceanic and Atmospheric Administration, the United States Environmental Protection Agency, and the local government of the oil spill area
- Brief security and frontline staff of approved key messages
- Start a decision and action log

15-45 Minutes:

Objective: Prepare communication tools

- Set up the crisis communication command room with logistics, IT, and documentation
- Draft the initial holding statement using pre-planned and approved templates
- Draft the internal employee briefing using pre-planned and approved templates
- Notify communication teams in the other divisions

30-60 Minutes:

Objective: Have the team align messaging and prepare for external communication

- Hold the initial crisis communications team meeting
- Share verified information only to avoid speculation
- Confirm team roles and responsibilities
- Approve initial communication objectives and strategy
- Agree on the key messages on safety, responsibility, and transparency
- Identify and prioritize these stakeholders
 - Public
 - Employees
 - Regulators
 - Fishermen
 - Non-Government Organizations like Non-Profits
 - Shareholders
- Develop the initial stakeholder communication plan
- Log immediate actions
- Schedule the next Crisis Management Team meeting which will be in the next 30-60 minutes of external communication

3. The Golden Hour Checklist

The objective of the Golden Hour, the first initial hour, is to release accurate information and reassure the public.

- ☐ **Upload crisis information to PBResponse.com**
 - ☐ Basic facts
 - ☐ Safety assurances
 - ☐ Contact hotlines
- ☐ **Issue internal briefing**
 - ☐ Explain what is known and confirmed
 - ☐ Emphasize a one-voice internal unity
- ☐ **Issue initial holding statement**
- ☐ **Respond to priority posts on social media**
 - ☐ Correct misinformation
 - ☐ Acknowledge public concern
 - ☐ Use an empathetic tone when responding
- ☐ **Report back to the Crisis Management Team with updates**
 - ☐ Stakeholder sentiment
 - ☐ Media developments
 - ☐ New facts

4. The First 24 Hours

Within the first 24 hours it is important to contain the narrative and show that PB Oil Company is taking action.

- Two public updates, one in the morning and one in the evening
 - The updates should describe safety information, spill volume estimates, cleanup team count, partnerships with government agencies, and the verified environmental impact.
- CEO Video Statement
 - The tone from the CEO should be empathetic, committed, and responsible. It is important that the CEO demonstrates leadership.
 - Some key messages should be “We are accountable,” “We are acting,” and “We will fix this.”
- Press Conference
 - This Press Conference should have representatives from the Coast Guard and National Oceanic and Atmospheric Administration. It should include a transparent Question and Answer section and should show maps, visuals, and containment updates.
- Launch “Community Support Hotline” for the local community affected by the oil spill
- Begin Wildlife Rescue Coordination
 - Work with Gulf of Mexico preservation groups and publicize rehabilitation efforts.
- Social Media monitoring
 - It is important to correct misinformation, address the public's concerns respectfully and empathetically, and avoid defensiveness.
- Announce philanthropic commitment
 - PB Oil Company will donate initial funds to non-profits like the Ocean Conservancy, the International Bird Rescue, the Sea Turtle Conservancy, the United Way of the Gulf Coast, and the Gulf Restoration Network.
 - The goal of this philanthropic work is to maximize the company's ecological impact and public trust by donating to non-profits dedicated to environmental cleanup, wildlife rescue, and community relief.

5. Week 1-2 Response

The PB Oil Company should focus on demonstrating their steady operational progress and maintain transparency during Week's one and two.

- Daily “What We’re Doing” reports
 - These reports should include spill containment stats, number of cleanup boats in use, length of protective measures in place, shoreline inspection results, and wildlife rescues.
- Daily press briefings
 - Holding these press briefings at the same time everyday helps maintain consistency
- Affected local community Town Hall meeting
 - These meetings should be hosted by the PB Oil Company’s community engagement team.
 - They should be held virtually and in-person.
- Begin independent investigations
 - The independent investigations should include independent engineering checks, government inspections, and environmental reviews.
- Launch the PB Oil Company’s Gulf Restoration Fund
 - The start amount for this fund should be around \$150 million.

6. Long-Term Response Plan (Week 3 and After)

This is the time to demonstrate accountability, a company culture change, and commitment to long-term restoration.

- Publish the findings of the independent investigation
 - The findings should include the cause of the spill, timeline, failures that were identified, and the new prevention measures that will be implemented to avoid this in the future.
- Improve the safety and operation procedures
- Continue working on and announcing long-term environmental recovery projects
 - The long-term environmental recovery projects highlight PB Oil Company's commitment to shoreline restoration, coral reef rehabilitation, and funding for scientific research grants.
- Publish Accountability Reports annually

7. Key Messaging Guidelines

Communications surrounding the crisis should reinforce responsibility, transparency, action, empathy, and collaboration.

- Responsibility: “We own this and we will fix it”
- Transparency: “We will update you on verified information as we learn more”
- Action: “We are doing everything possible and using all available resources to protect the Gulf of Mexico.
- Empathy: “We understand your fear, frustration, and the harm this is causing”
- Collaboration: “We are working alongside the government, scientists, and local communities to fix this”

8. Social Media Holding Statement

Instagram Feed Post and Story Holding Statement:

PB Oil Company: Gulf of Mexico Update

We can confirm that one of our drilling rigs in the Gulf of Mexico was badly damaged because of the recent hurricane that affected the southern U.S. coast. The damaged oil rig has resulted in oil leak into the Gulf of Mexico.

Our Emergency Response Protocol is fully activated. Our teams are working nonstop with federal agencies, state officials, and environmental experts to stop the leak and protect the surrounding ecosystems and environment.

Our top priorities are:

- Keeping people safe
- Protecting the marine life and nearby coastal communities
- Stopping the oil release as quickly as possible

We will continue to share verified updates as more information becomes available. For official updates please visit www.PBReponse.com.

The PB Oil Company is committed to transparency, accountability, and restoring the Gulf of Mexico.

Twitter (X) Holding Statement:

Official PB Oil Company Statement:

One of our oil rigs in the Gulf of Mexico was severely damaged by the recent hurricane and is leaking oil. Our Emergency Response Protocol is fully activated. The PB Oil Company's emergency teams are working alongside state and federal partners to stop the leak as soon as possible and protect the environment.

Official updates: PBResponse.com

9. Press Release

PRESS RELEASE

FOR IMMEDIATE RELEASE

PB Oil Company Announces Emergency Response Following Gulf of Mexico Rig Damage

GULF OF MEXICO, December 12, 2025 – PB Oil Company confirms that one of its drilling rigs in the Gulf of Mexico has become structurally damaged following the major hurricane that hit the southern U.S. coast. As a result of this storm-related damage, the rig is currently releasing oil into the Gulf of Mexico.

The PB Oil Company has activated its Emergency Response Protocol and teams are working nonstop alongside the U.S. Coast Guard, the National Oceanic and Atmospheric Administration (NOAA), the Environmental Protection Agency (EPA), and state environmental agencies to stop the leak and reduce harm to the environment.

“Our responsibility is clear” said Minnie Mouse, CEO of PB Oil Company. “We are using all available resources to stop the leak, protect the wildlife, and support those affected. We will continue to be fully transparent and share honest updates with the public as we work through this incident.”

Actions Underway:

- Activated emergency containment teams and sent response boats to the site
- Underwater inspections are underway to assess the damage
- Protective measures have been placed to help limit the shoreline impact
- Wildlife rescue efforts have begun with marine science experts
- A community assistance hotline is open for affected residents and businesses
- Verified updates are available at www.PBResponse.com

Supporting Environmental and Community Recovery

The PB Oil Company is providing initial funds to non-profits like the Ocean Conservancy, the International Bird Rescue, the Sea Turtle Conservancy, the United Way of the Gulf Coast, and the Gulf Restoration Network. These donations will support cleanup and recovery efforts like environmental cleanup, ocean conservancy efforts, wildlife rescue, and community relief.

“The PB Oil Company is committed to long-term environmental recovery,” Minnie Mouse continued. “We will work alongside federal partners, environmental organizations, and affected communities for as long as it takes to restore the area.”

Ongoing Updates: www.PBResponse.com

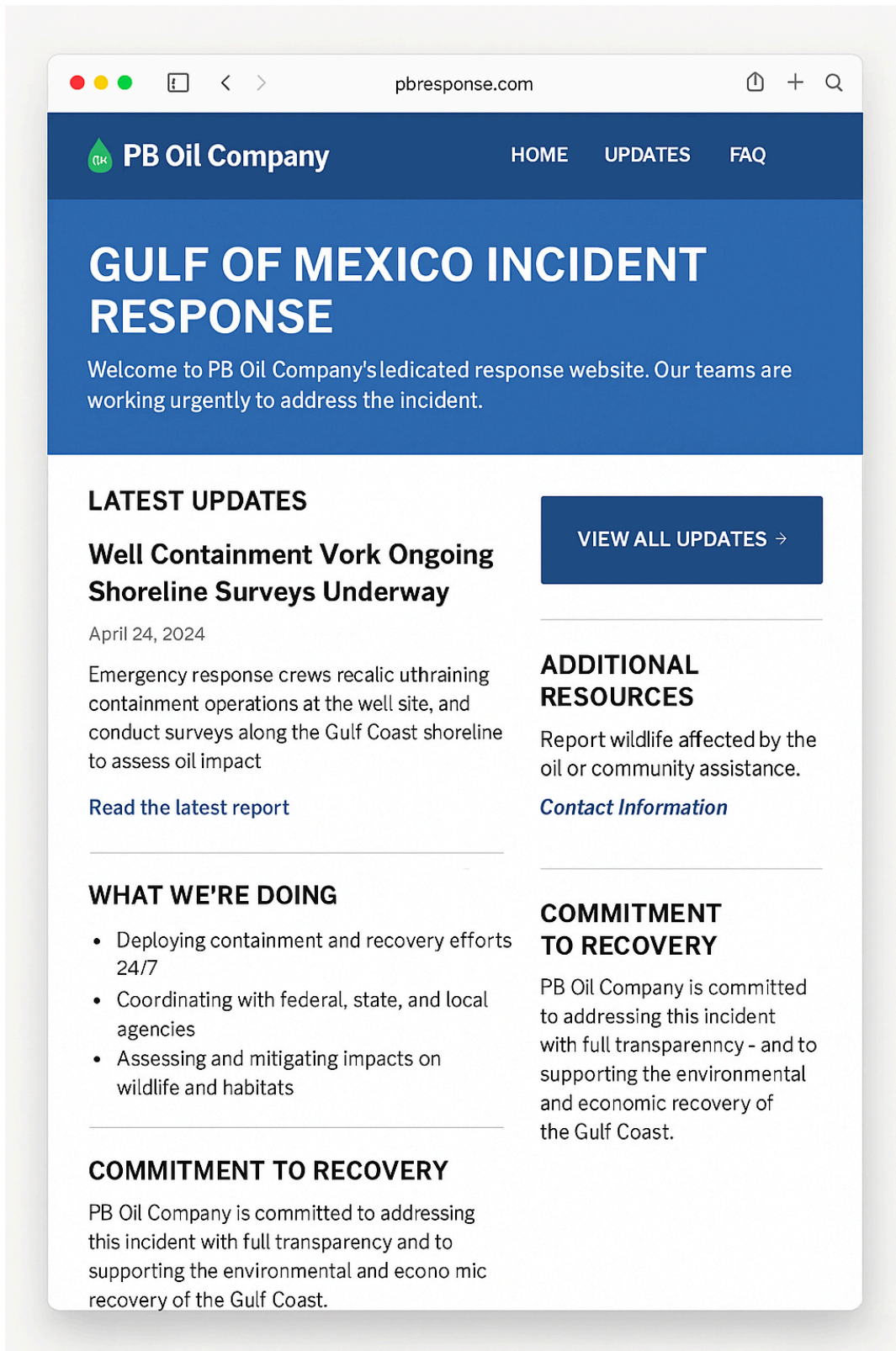
Media Contact:

PB Oil Company: Press Office

media@pboilcompany.com

(305) 000-0000

10. PB Response Website



Website Image Reference:

I used ChatGPT Generative AI and prompt engineering strategies I learned in my AI and Advertising class to create the website image.

The prompt was this and I included this entire document for reference:

“I want to generate a crisis response website Home page for the fictional company “The PB Oil Company” who are going through a crisis. A hurricane has broken one of their drilling rigs in the Gulf of Mexico and it caused an oil spill. The site is called PBReponse.com. There should be a Home, Updates and FAQ tabs menu. The main headline should say “Gulf of Mexico Incident Response” and the colors of the website should be green, blue, and white. I have included the full Crisis Response Plan for reference. There should be the content on the home page that says things like “What We’re Doing” and “Latest Updates”. It should highlight the PB Oil Company's commitment to recovery, transparency, accountability and authenticity.”