

CRISIS COMMUNICATIONS PLAN

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The Walt Disney Company

TABLE OF CONTENTS

TABLE OF CONTENTS....2
LETTER FROM THE CHIEF COMMUNICATIONS OFFICER....4
HOW AND WHEN TO USE THIS MANUAL....5
OUR BRANDS....6
ORGANIZATION FACT SHEET....7
CRISIS RESPONSE GUIDELINES....10
CRISIS DEFINITIONS....12
CRISIS STAKEHOLDERS....14
SWOT ANALYSIS....16
POTENTIAL/CURRENT CRISES....18
SITUATION ANALYSIS....20
COMMUNICATION FLOW CHART....21
POTENTIAL MEDIA QUESTIONS....22
MEDIA INTERACTION DO'S AND DON'TS....23
MEDIA CONTACTS....24
TEMPLATES....25
CRISIS COMMUNICATIONS PLAN OVERVIEW....26
CURRENT CRISIS OVERVIEW....27
MESSAGING STRATEGY WORKSHEET....28
HOLDING STATEMENT TEMPLATE....29
SOCIAL MEDIA POST TEMPLATE....30
BACKGROUNDER....32
MEDIA ADVISORY....33
NEWS RELEASE....34
ORGANIZATION FACT SHEET....35
EXECUTIVE BIOS....36–49
MEDIA STATEMENTS....50–51
LOSS OF LEADERSHIP PRESS RELEASE TEMPLATE....52
FORMS....53
CRISIS RESPONSE CHECKLIST....54
EVALUATION AND RECOVERY QUESTIONS....56
STAKEHOLDER ASSESSMENT FORM....58
INCIDENT REPORT....59
MEDIA INQUIRY LOG....60
PRESS CONFERENCE SIGN IN SHEET....61



INTRODUCTION

LETTER FROM THE SENIOR VICE PRESIDENT OF CORPORATE COMMUNICATIONS AND PUBLICITY

To Our ABC Network Team,

At ABC Network, our reputation has been built on trust — trust in our storytelling, our people, and our ability to inform, entertain, and connect audiences across the country. In today's fast-paced media environment, where information spreads within seconds, and public perception evolves just as quickly, that trust is both our greatest asset and our most important responsibility.

This Crisis Communication Plan reflects our commitment to preserving that trust. It is designed not just as a response manual, but as a living framework that ensures we communicate with clarity, accuracy, and empathy when our organization faces unexpected challenges. From data breaches and talent controversies to production delays and public criticism, every potential scenario has one common thread — the need for calm, coordinated, and transparent communication.

Our approach is guided by three principles:

1. Integrity — telling the truth swiftly and responsibly.
2. Accountability — taking ownership of our actions and their impact.
3. Empathy — recognizing that our audiences, employees, and partners are people first.

In times of uncertainty, how we respond defines who we are. This plan ensures that every member of our organization, from executive leadership to production staff, knows their role in maintaining our brand's credibility and strengthening the public's confidence in ABC Network.

Thank you for being part of a team that values preparedness, professionalism, and purpose. By staying informed and aligned, we ensure that even in moments of crisis, our voice remains steady — and our values remain clear.

Sincerely,

Jeannie Kedas
Sr. VP of Corporate Communications and Publicity

WHEN TO USE THIS MANUAL

This Crisis Communication Plan provides a structured framework for how ABC Network responds to incidents that could threaten its people, reputation, operations, or brand integrity. It ensures that all communication during a crisis is consistent, transparent, and aligned with ABC's core values of trust, accountability, and professionalism.

The plan should be activated whenever an incident has the potential to:

- Damage ABC's reputation or that of its talent, executives, or affiliates
- Disrupt network operations, broadcasting, or digital content delivery
- Create legal, ethical, or safety risks for employees, partners, or audiences
- Generate significant public, media, or stakeholder attention that may escalate without unified communication

Examples of activation triggers include:

- Talent or employee misconduct
- Data breaches or cybersecurity threats
- On-air or production incidents
- Editorial or programming controversies
- Partner, advertiser, or affiliate disputes
- External crises impacting ABC (e.g., natural disasters, national events, or social media backlash)

Who Initiates Activation?
Activation is authorized by the Crisis Response Team (CRT), led by the SVP of Corporate Communications and Publicity, in coordination with Corporate Communications, Legal Affairs, Talent Relations, and Executive Leadership.

Employees who identify a potential issue should immediately report it to their department head or the Communications Office for escalation. Early detection and reporting are essential for minimizing reputational and operational impact.

Plan Maintenance: The Crisis Communication Plan is reviewed annually by ABC's Communications Department and updated as needed following major incidents or organizational changes. The current version is maintained in ABC's secure internal portal and distributed to all senior leadership and key communication personnel.

OUR BRANDS

Parent Organization:
ABC Network is part of Disney Entertainment, a division of The Walt Disney Company, alongside Hulu, FX Networks, and National Geographic. As Disney's flagship broadcast brand, ABC represents decades of trusted storytelling and nationwide reach.

Core Brands and Divisions
ABC Entertainment: Produces and distributes prime-time and late-night programming, including Grey's Anatomy, The Bachelor, Dancing with the Stars, and Jimmy Kimmel Live!.

ABC News: Delivers trusted journalism through Good Morning America, World News Tonight, 20/20, and This Week with George Stephanopoulos, as well as digital and streaming platforms under ABC News Studios.

ABC Owned Television Stations: Eight major-market affiliates (including New York, Los Angeles, and Chicago) that extend the ABC brand through regional reporting and local community presence.

ABC Signature (Disney Television Studios): Creates scripted programming for ABC, Hulu, and other Disney networks, ensuring continuity between broadcast and streaming audiences.

ABC Audio & Digital: Includes ABC Radio, podcasts, and the ABC App—extending the network's voice across digital platforms and mobile audiences.

Talent as an Extension of the ABC Brand: On-air talent is central to ABC's identity. Personalities like David Muir, Robin Roberts, George Stephanopoulos, Jimmy Kimmel, and Ryan Seacrest embody the brand's values—credibility, warmth, and professionalism.

Their influence extends beyond television, shaping ABC's reputation through interviews, live events, and social media presence. In many ways, ABC's credibility lives through its people, making talent alignment and reputation management critical components of any crisis response.

To safeguard the brand, ABC enforces clear communication protocols between Corporate Communications, Talent Relations, and Legal Affairs, ensuring that all messaging—internal or public—reflects ABC's tone of transparency, empathy, and accountability.

ORGANIZATION FACT SHEET

Name: American Broadcasting Company (ABC)
Parent Company: The Walt Disney Company

Founded / Origins:

- Established in 1943 as a radio network following the divestiture of NBC Blue.
- Began operating as a television network in 1948.

Headquarters:

- New York City (corporate and news operations)
- Burbank, California (production facilities)

ABC is one of the four major U.S. broadcast television networks, with national coverage through more than 200 local affiliate stations reaching nearly every household in the country.

Key Programming & Content:

- Offers a broad mix of prime-time entertainment, daytime talk shows, news programs, sports coverage, and live event specials.
- Flagship programs include Good Morning America, World News Tonight with David Muir, The View, Jimmy Kimmel Live!, and 20/20.
- Known for major special broadcasts such as the Academy Awards and various holiday events.

Brand / Logo:
Features the iconic lowercase “abc” letters inside a simple black circle, known as the “ABC Circle,” symbolizing clarity, simplicity, and unity across its media platforms.
Historical Highlights:

- Originated from the NBC Blue radio network, rebranded as ABC after government-mandated divestiture.
- Expanded into television during the postwar media boom.
- Acquired by Capital Cities Communications in 1985, forming Capital Cities/ABC.
- Purchased by The Walt Disney Company in 1996, it became a cornerstone of Disney’s media portfolio.

Competitive Landscape & Challenges:

- Competes with other major broadcast networks such as CBS, NBC, and FOX, as well as streaming services like Netflix, Hulu, and Amazon Prime Video.
- Faces challenges related to changing viewer habits, declining cable viewership, and the rapid shift toward digital and on-demand platforms.
- Continues to evolve through digital integration, cross-platform advertising, and brand collaborations under the Disney Entertainment umbrella.

Relevance for Crisis Communication Planning:

- ABC's large national footprint and brand recognition make it a highly visible organization in times of crisis.
- Potential crisis areas include content controversies, data or cybersecurity incidents, on-air talent issues, and technical broadcast disruptions.
- Multiple stakeholder groups—including viewers, advertisers, affiliate stations, talent, and Disney corporate leadership—require coordinated, transparent communication in any crisis scenario.

The network's reputation depends on timely, consistent, and values-driven responses aligned with both ABC and Disney's standards of integrity and accountability.



PREPAREDNESS

CRISIS RESPONSE GUIDELINES

These guidelines ensure that all communication during a crisis is timely, accurate, and aligned with ABC Network's values of integrity, transparency, and empathy. Every employee, spokesperson, and partner must follow these principles to maintain consistency and credibility across all messages and platforms.

1. Prioritize Accuracy Over Speed
2. Never speculate or release unverified information. Confirm facts through ABC's Crisis Response Team (CRT), Legal Affairs, and relevant department heads before any statement is made publicly or internally.
3. Key principle: "It's better to be right than to be first."
4. Centralize Communication
5. All messages—internal, external, and media-related—must come from or be approved by the Corporate Communications Department.
6. No unauthorized employee, talent, or affiliate should comment publicly about a crisis.
7. Spokesperson hierarchy:

- Chief Communications Officer (primary)
- Designated News Division representative
- Approved show or station spokesperson (as assigned)

8. Communicate Early and Often
9. Acknowledge the situation quickly, even if details are still developing. Silence can be perceived as avoidance.

- Use holding statements when full information isn't yet available.
- Provide regular updates to internal teams, talent, and affiliates.
- Keep audiences informed through verified ABC channels.

10. Lead with Empathy and Accountability
11. Recognize the human impact of every crisis. Show care for those affected and ownership for ABC's role, if applicable. Avoid defensive or dismissive language.
12. Effective communication balances factual updates with emotional intelligence.
13. Maintain Consistency Across Platforms
14. Ensure that all public messaging—TV broadcasts, press releases, digital updates, and social media posts—convey the same key facts and tone.

- Use approved talking points.
- Update affiliate and talent partners with official language.
- Monitor for misinformation and correct it promptly.

15. Protect Internal Information
16. During a crisis, all non-public information is considered sensitive

17. Do not discuss internal matters outside of official briefings or approved communications channels.
18. Keep detailed records of:
    - All external statements, emails, and social posts
    - Media inquiries and responses
    - Internal briefings and decision logs
    - Documentation supports post-crisis reviews and ensures accountability.
19. Evaluate and Learn
    - After the crisis, conduct a post-incident debrief led by the CRT. Review communication performance, timing, tone, and outcomes. Update the plan based on lessons learned and feedback from key stakeholders.
20. Maintain Alignment with Disney Standards
    - All crisis responses must reflect The Walt Disney Company's corporate values and compliance guidelines. Coordination with Disney's Communications and Legal divisions is required for any issue that poses reputational or financial risk to the broader organization.

CRISIS DEFINITIONS

A crisis is any event, issue, or allegation that poses a serious threat to ABC Network's people, reputation, operations, or brand trust and requires immediate, coordinated communication across departments.

A crisis typically involves one or more of the following characteristics:

- High visibility in media, social platforms, or public discourse
- Potential legal or regulatory implications
- Significant operational or broadcast disruption
- Risk to public safety or employee welfare
- Damage to ABC's reputation or that of The Walt Disney Company

In short, if an event could undermine audience trust, disrupt operations, or harm ABC's image, it qualifies as a crisis.

Levels of Crisis Severity

Level 1 – Emerging Issue (Monitor)

- Localized, low-impact incident
- Limited public awareness or media attention
- Can be managed at the departmental or local station level

Examples:

- Technical errors during a local broadcast
- Social media complaints or misinformation
- Scheduling or content disputes

Level 2 – Moderate Crisis (Manage)

- Noticeable audience, media, or partner attention
- Moderate reputational or operational risk
- Requires coordination between corporate communications, legal, and leadership teams

Examples:

- Talent misconduct or insensitive remarks on social media
- Production delays are affecting scheduled programming
- Controversial news segment or editorial error

Level 3 – Major Crisis (Mobilize)

- High-impact, organization-wide incident
- Intense media scrutiny or public backlash
- Legal, regulatory, or safety implications
- Requires full activation of the Crisis Response Team and approval from Disney Corporate Communications

Examples:
Data breach or cybersecurity attack
On-air incident involving harm or offensive content
Scandal involving high-profile ABC talent or leadership
Widespread outage impacting national broadcasts or digital platforms

Related Terms
Incident:
A smaller-scale event that may draw attention but does not yet pose significant reputational or operational risk. Incidents can escalate into crises if not handled promptly or appropriately.

Reputation Risk:
Any situation that could negatively influence public perception, stakeholder confidence, or brand trust in ABC or Disney.

Crisis Response Team (CRT):
The designated group of executives and communications professionals is responsible for assessing, managing, and resolving crises.

Holding Statement:
A brief, pre-approved public message acknowledging awareness of a situation while additional information is gathered. Used in the early stages of a crisis.
Would you like me to follow this with a “Crisis Classification Table” (showing severity level, description, example, response lead, and escalation protocol)? It’s a standard next section in professional crisis plans and makes this more actionable.

CRISIS STAKEHOLDERS

1. Internal Stakeholders

- Executive Leadership Team
- Corporate Communications & Public Affairs – manages messaging, media relations, and public statements
- News Division Leadership – senior producers, managing editors, and anchors of ABC News
- Entertainment Division Executives – programming, production, and creative leads
- Talent Relations & Casting – manages communication with on-air talent and high-profile personalities
- ABC Owned Television Stations – local station GMs, news directors, and communication officers
- Legal Affairs – responsible for reviewing statements and mitigating risk
- Human Resources – manages internal staff communication and employee well-being
- IT & Cybersecurity Teams – critical during operational or data-related crises
- All Employees – serve as brand ambassadors and internal information sources

2. External Stakeholders

Viewers and Audiences

- National broadcast viewers
- Streaming and digital users (ABC.com, ABC App, Hulu audiences)
- Community members affected by programming or coverage

Advertising & Brand Partners

- Corporate advertisers and sponsors
- Media buying agencies
- Brand collaborators and event partners

Affiliates & Distribution Partners

- ABC's 200+ local affiliate stations nationwide
- Cable and satellite providers
- Digital and OTT streaming partners

Talent and Creative Partners

- On-air hosts, anchors, correspondents, and showrunners
- Production companies and directors
- Writers, unions, and guilds (SAG-AFTRA, DGA, WGA)

Regulators & Industry Organizations

- Federal Communications Commission (FCC)
- National Association of Broadcasters (NAB)
- Disney Corporate Compliance and Governance teams

3. Corporate & Parent Company Stakeholders
As part of The Walt Disney Company, ABC operates under broader corporate governance and reputational oversight.

- Disney Corporate Communications & Brand Management
- Disney Legal and Risk Management
- Disney CEO and Executive Leadership
- Disney Investor Relations
- Disney Streaming and Entertainment Divisions

4. Media and Public Stakeholders
These groups shape perception and amplify information—positively or negatively—during a crisis.

- National and local journalists covering media and entertainment
- Industry trade press (e.g., Variety, The Hollywood Reporter, Deadline)
- Public relations and communications partners
- Social media influencers, analysts, and cultural commentators

5. Community & Advocacy Stakeholders
In crises involving social, ethical, or community impact, these voices are vital to ABC's credibility and public accountability.

- Nonprofit and advocacy organizations related to affected issues
- Academic and journalism ethics groups
- Local communities represented in ABC coverage
- Crisis-affected individuals or groups featured in programming

SWOT ANALYSIS

Strengths

- Iconic, Established Brand: ABC is one of the most recognizable broadcast networks with decades of audience trust and cultural relevance.
- Strong Portfolio of Hit Franchises: Long-running successes like Grey's Anatomy, The Bachelor, Dancing With the Stars, and American Idol provide consistent ratings and loyal fanbases.
- Integration Within Disney: Access to Disney's cross-platform ecosystem (Hulu, Disney+, ESPN, Freeform, ABC News) strengthens distribution, talent leverage, marketing, and IP synergy.
- Top-Tier Talent & Production Quality: Long-standing relationships with proven showrunners, writers, producers, and on-air talent.
- Robust Live Event Programming: High-performing events such as the Oscars support prestige and massive live viewership.

Weaknesses

- Aging Core Audience: ABC's broadcast demographics skew older, challenging long-term growth among younger viewers.
- Fragmented Viewership Across Platforms: Competition between live broadcast, cable, and streaming creates dilution of ratings and challenges measurement consistency.
- Limited Breakout New Hits: Recent seasons have produced fewer new megahit series compared to competitors.
- Reliance on Legacy Franchises: Heavy dependence on long-running shows increases vulnerability when those eventually end or decline.
- Perception of Being "Traditional TV": ABC faces brand inertia as audiences migrate to faster-paced, digital-first content ecosystems.

Opportunities

- Streaming Alignment With Hulu & Disney+: ABC originals can drive next-day streaming engagement and attract younger viewers across digital platforms.
- Reboot and Revival Culture: High demand for nostalgic IP enables ABC to successfully reimagine legacy shows with modern appeal.
- Multi-Platform Storytelling: Opportunities for integrated marketing, social engagement, and short-form storytelling around major franchises.
- Growing Demand for Live Content: Sports, reality competitions, gameshows, and live events offer differentiation from on-demand streaming competitors.
- Talent Diversification & Inclusivity: Expanding representation on-screen and behind the camera can attract new audiences and strengthen brand identity.

Threats

- Intense Competition From Streaming Giants: Netflix, Amazon, Apple, and Max invest heavily in prestige scripted content that outpaces traditional broadcast budgets.
- Erosion of Linear Viewership: Cord-cutting continues to reduce the broadcast audience pool.
- Labor Disruptions: Strikes involving writers, actors, or crew can halt production pipelines and create scheduling gaps.
- Political & Cultural Polarization: ABC, as part of Disney, faces ongoing scrutiny from both sides, increasing PR vulnerability.
- Ad Market Volatility: Economic downturns or advertiser shifts toward digital platforms can reduce traditional TV ad revenue.

POTENTIAL/CURRENT CRISES

CURRENT

1. Declining Linear Ratings & Audience Fragmentation

ABC, along with all broadcast networks, faces shrinking live viewership due to cord-cutting and the shift to streaming. This can prompt negative press around "ratings collapse" or "network decline."

2. Franchise Fatigue for Long-Running Shows

Shows like Grey's Anatomy, The Bachelor, and American Idol face aging fanbases and criticism for repetitive storylines or declining relevance.

3. Talent/Public Figure Controversies

Issues involving actors, hosts, producers, or contestants (e.g., insensitive comments, misconduct allegations, contract disputes) continue to be a recurring crisis theme for major networks.

4. Perception of Political Bias

Because ABC sits under Disney and is paired with ABC News, the entertainment division can face spillover criticism from audiences who perceive ABC or Disney as "too political."

5. Production Delays & Backlogs

Industry-wide labor strikes (WGA, SAG-AFTRA), budget cuts, or shortened seasons have created ongoing gaps in content pipelines that lead to viewer frustration and press scrutiny.

6. Social Media Backlash Over Diversity or Storylines

Casting decisions, storyline choices, or representation controversies can quickly escalate into online criticism, especially around legacy franchises with loyal fanbases.

POTENTIAL

1. Misconduct Allegations Against Talent or Producers

#1 most likely crisis for entertainment networks. Could involve:

- On-set harassment
- Contestant misconduct (dating shows)
- Inappropriate behavior by hosts or judges

2. Leaks of Internal Documents, Scripts, or Footage
Spoilers, hacked footage, or prematurely released episodes can damage major launches and cause trust issues with talent or partners.
3. Safety or Legal Incidents on Set
Accidents during stunts, crew injuries, or unsafe working conditions can result in workplace investigations and media blowback.
4. Show Cancellation Backlash
Canceling fan-favorite or culturally iconic shows—especially those with strong representation—can trigger large-scale social media blowback.
5. Cybersecurity Breaches
Hacks targeting viewer data, internal communications, talent contracts, or unreleased programming pose significant operational and reputational risk.
6. Negative Press Around Disney Corporate Decisions
ABC Entertainment can be pulled into broader Disney controversies (DEI policies, political battles, theme park issues, executive turnover).
7. Talent Contract Disputes & Walkouts
High-profile exits, pay equity disputes, or showrunner conflicts may become public and harm ABC's reputation as a workplace.
8. Unsuccessful Premieres/Costly Flops
Poorly performing launches—especially big-budget reboots—can create narratives of creative stagnation, mismanagement, or financial waste.
9. Viewer Sensitivity Crises
Insensitive jokes, culturally inappropriate storylines, or outdated tropes (especially in reality TV or sitcoms) can lead to quick backlash.
10. Streaming Strategy Conflicts
Confusing windowing strategies between ABC, Hulu, and Disney+ can frustrate audiences or lead to headlines about corporate disorganization.

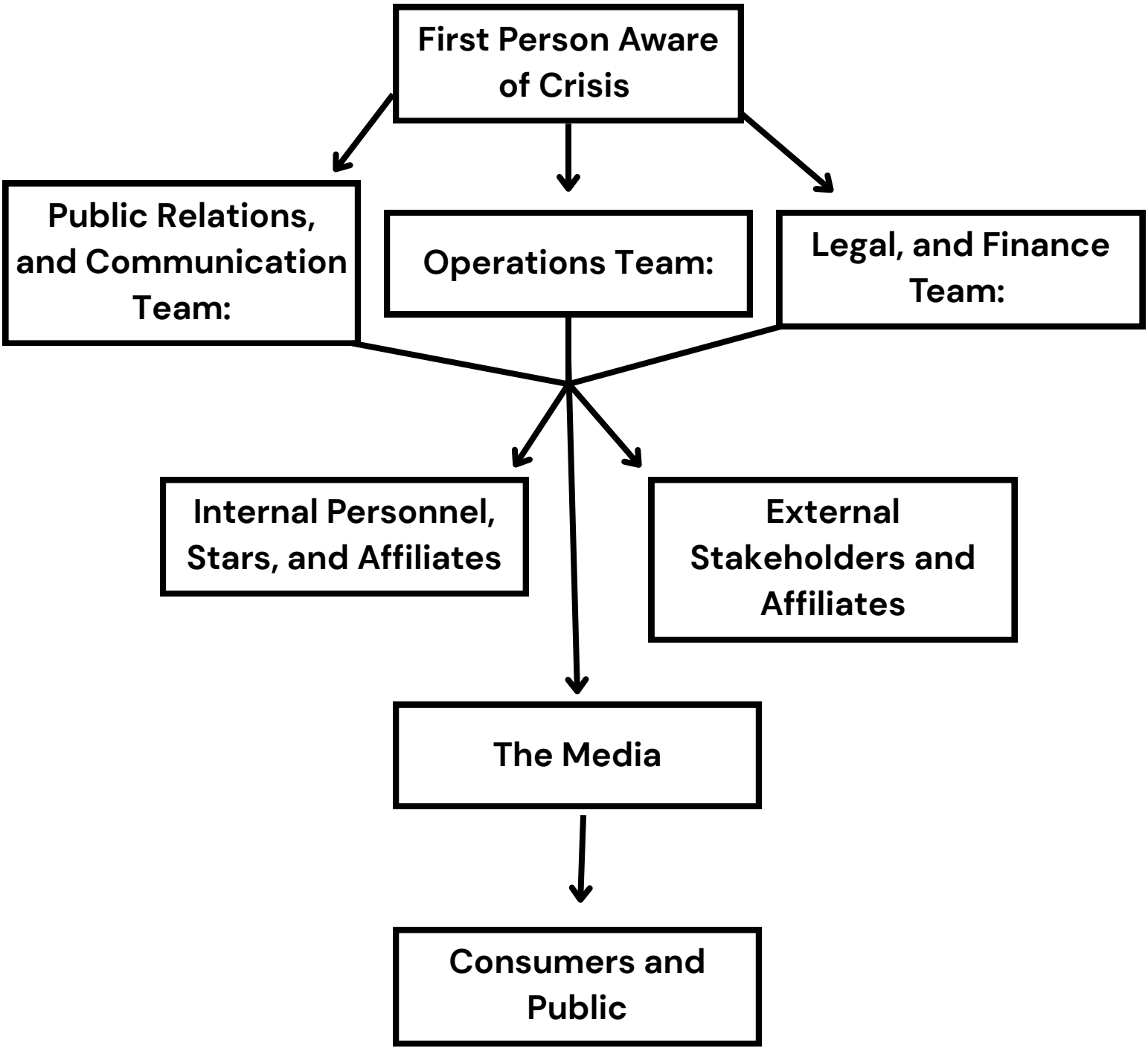
SITUATION ANALYSIS

On Sept. 15, during his opening monologue on Jimmy Kimmel Live!, host JiOn Sept. 15, during his opening monologue on Jimmy Kimmel Live!, host Jimmy Kimmel made comments regarding the death of conservative podcaster Charlie Kirk, referencing public reactions and former President Trump's response. Following the broadcast, major ABC affiliates Nexstar and Sinclair announced they would suspend airing the show. Simultaneously, FCC Chairman Brendan Carr and President Trump publicly threatened regulatory consequences if ABC failed to take action.

On Sept. 17, The Walt Disney Company suspended Jimmy Kimmel Live! The decision triggered significant backlash, with critics accusing ABC of yielding to political pressure and compromising free-speech principles. The public response escalated rapidly, including in-person protests, negative media coverage, and subscription cancellations across Disney platforms. This backlash weakened the company's brand perception and risked undermining Disney's reputation for fair, responsible, and unbiased entertainment. The climate surrounding late-night television—particularly following the cancellation of The Late Show with Stephen Colbert—has heightened concerns about potential political censorship, intensifying scrutiny of networks like ABC.

The negative attention continued after ABC announced the reinstatement of Jimmy Kimmel Live!, with production resuming the following Tuesday. However, the timing of the decision fueled additional criticism, including speculation that the reversal was motivated primarily by financial pressures, especially amid ongoing negotiations between YouTube TV and Google. This sequence of decisions has amplified public skepticism and contributed to elevated reputational risk for both ABC and The Walt Disney Company.

COMMUNICATION FLOW CHART



POTENTIAL MEDIA QUESTIONS

1.) Does ABC not support its employees' right to free speech?

2.) Was Jimmy Kimmel's comment fact-checked before broadcast?

3.) Why did ABC/Disney suspend Kimmel "indefinitely" instead of issuing a warning or requiring a retraction?

4.) What's the deal with the contract dispute between ABC and Youtube- why are viewers being punished?

5.) Why did ABC abandon its First Amendment rights and journalistic principles and cave to Trump by paying $15 million settlement to fund his presidential library?

6.) Is the only reason that Disney's ABC put Jimmy Kimmel back on the air because that company was losing advertisers and losing billions of dollars each week?

7.) What anti-bias/content review policies and talent training exist today to prevent similar recurrences?

8.) Why has Disney's ABC become a political organization rather than a news and entertainment company, by silencing
voices and paying settlements?

9.) Why did ABC choose to settle rather than litigate to a verdict in the Stephanopoulos defamation suit?

10.) Why aren't female employees paid equally?

MEDIA INTERACTION DO'S AND DONT'S

Do's

- Do answer the questions
- Do speak Directly and Briefly
- Do Speak Confidently and With Authority
- Do Use Clear and Concise Language
- Do use Active Words
- Do use Relevant and Specific Words
- Do Stop Talking When You've Answered the Question
- Do Ask for Clarification
- Do Use the 'Sandwich Technique'
- Do Your Research and Know Your Subject Matter
- Do Relax

Don'ts

- Don't Answer Questions that Aren't Asked
- Don't use Technical Jargon
- Don't Ramble
- Don't Exaggerate
- Don't Minimize the Significance of the Crisis
- Don't Guess
- Don't Repeat Leading Questions, Phrases, or Charged Language
- Don't Say "No Comment"; this will be perceived as an admission of guilt
- Don't talk with your hands

MEDIA CONTACTS

Person/Company	Company	Email
New York Times	New York Times	booking@nytimes.com
Matt Murray	The Washington Post	matt.murray@washpost.com
Jeremy Barr	The Guardian	Jeremy.barr@theguardian.com
David Bauder	AP News	dbauder@ap.org
Rolling Stone	Rolling Stone	tips@rollingstone.com.
Irena Briganti	Fox News	Irena.Briganti@fox.com
Caren Bohan	USA Today	cbohan@usatoday.com
NBC News	NBC News	*tips@nbcuni.com*
Business Insider	Business Insider	newstips@businessinsider.com
HufPost	HuffPost	pr@buzzfeed.com



TEMPLATES

CRISIS COMMUNICATIONS PLAN OVERVIEW

Purpose of the Plan

- Provides a structured framework for how ABC responds to crises that may impact reputation, operations, talent, or public trust.
- Ensures all communication is coordinated, accurate, timely, and aligned with ABC and Disney standards.

Whom This Plan Covers

- ABC Network (news, entertainment, sports)
- ABC Owned Television Stations in major markets (NYC, LA, Chicago)
- ABC Signature and other Disney Television Studios content
- 200+ Affiliate Stations across the U.S.

Relationship to Disney

- ABC operates under Disney Entertainment Television, giving the crisis plan alignment with:
  - Disney+, Hulu, Freeform, FX
  - Disney's corporate communications, legal, and compliance standards
- Crisis responses must reflect Disney's values: integrity, accountability, and audience trust.

What the Plan Ensures

- A unified response across all ABC divisions and Disney properties
- Clear protocols for:
  - Crisis identification and activation
  - Spokesperson approval
  - Internal & external communication
  - Coordination across affiliates, legal, talent relations, and executive leadership
- Support for national and local teams during both emerging issues and major crises.

CURRENT CRISIS OVERVIEW

The suspension of Jimmy Kimmel Live! Has sparked significant backlash from both the media and the public. Many are questioning ABC's commitment to unbiased media practices and its dedication to the First Amendment.

This criticism stems from ABC and The Walt Disney Company's decision to suspend Kimmel following his comments regarding Charlie Kirk's death and the Trump Administration's reaction. In response, some viewers are canceling their Disney+ subscriptions, creating potential revenue loss and increasing negative sentiment. Major news outlets are also scrutinizing the decision.

Furthermore, reinstating Kimmel could prompt accusations that ABC/Disney is acting solely for profit and not for their views. Additionally, complicating the ongoing situation are the negotiations between Disney and YouTube TV. Overall, the media coverage and public response have increased negative social sentiment that poses a reputational and financial risk for the company.

MESSAGING STRATEGY WORKSHEET

Tone of Voice:
ABC and The Walt Disney Company communicate as trusted, entertainment-driven brands. Our tone should remain warm, clear, and approachable, while still reflecting a professional, credible corporate voice.

We aim to reinforce Disney's longstanding reputation for family-friendly storytelling, optimism, and integrity. All messaging should align with established Disney brand standards.

Emotional Approach:
Our messaging must show that we value and support both our talent and our stakeholders.
We acknowledge audience concerns and viewer disruption with empathy—without speculating or apologizing for actions still under review.

The tone should be:
- Professional, not defensive
- Understanding, not emotional
- Reassuring, not dismissive

Storytelling Framework:
Our narrative structure should reflect Disney's brand values and commitment to responsible entertainment:

- Beginning:
  - Highlight the history, creativity, and positive impact ABC and Disney bring to audiences worldwide. Emphasize our dedication to innovation, community, and continual learning as an organization.
- Middle:
  - Acknowledge the situation clearly. Reiterate that while we support Jimmy and our talent, we also uphold standards designed to maintain respectful and responsible entertainment across all platforms.
- Ending:
  - Reaffirm our commitment to bringing magic, connection, and high-quality storytelling to audiences for years to come. Emphasize unity, forward movement, and the strength of the Disney family.

Transparency:
- Clearly communicate that Jimmy Kimmel was not terminated, but temporarily suspended pending an internal review.
- Maintain focus on Disney's core values: quality entertainment, accountability, respect, and consistency across all communications.

HOLDING STATEMENT TEMPLATE

FOR IMMEDIATE RELEASE

At The Walt Disney Company (Disney ABC), we are aware of [brief description of the incident] that occurred at/with our [location/service/business unit] on [time/date]. Our top priority is the safety and well-being of our employees, guests, viewers, and partners.

We have activated our internal response team and are actively working to assess the full scope of the situation with [relevant authorities/partners]. At this time, we do not have all the facts, but we are committed to sharing more information as soon as it becomes available.

We understand this event may raise concerns, and we sincerely regret any distress or disruption this has caused. For immediate inquiries, please contact [media-relations contact: name, phone, email].

Thank you for your patience while we continue to work through this situation and provide updates.

Media Contact:

[Name]
[Title]
Disney ABC Media Relations
Phone: [xxx-xxx-xxxx]
Email: [xxxx@disneyabc.com]

SOCIAL MEDIA POST TEMPLATE
General Incident (use on X/LinkedIn/Facebook):

We're aware of [a situation/an incident] involving [brief, non-speculative description]. Our teams are actively investigating and working to gather more details. The safety and well-being of our employees, partners, and audiences remain our top priority.

We'll share updates as soon as more information becomes available. Thank you for your patience and understanding.

#DisneyABC #Statement

OR

Image Text (post graphic):

Official Statement from Disney ABC

We're aware of the situation and are currently investigating. Our priority is the safety and well-being of everyone involved. Updates will be shared as soon as more information is available.

Caption:

We're aware of recent events involving [brief, verified context]. Our team is working to understand the full situation and ensure appropriate actions are taken.

We appreciate your patience and understanding as we gather the facts.



SAMPLE MEDIA KIT

BACKGROUNDER, MEDIA ADVISORY, ORGANIZATION FACT SHEET, EXECUTIVE BIOS AND PHOTOS, OFFICIAL MEDIA STATEMENTS, PRESS RELEASE



ABC is one of America's most trusted broadcast networks and a core part of Disney Entertainment. Since our origins in 1943, we have built a legacy of delivering reliable news, high-quality entertainment, and culturally influential storytelling to millions of households across the country.

Our brand is anchored in three pillars: trusted journalism through ABC News, innovative scripted and unscripted programming through ABC Entertainment, and deep community reach through our owned stations and affiliate partners.

Flagship programs such as Good Morning America, World News Tonight, 20/20, Abbott Elementary, and Jimmy Kimmel Live! reflect our commitment to serving a broad national audience with integrity and creativity.

Today, ABC reaches viewers across more than 200 markets through broadcast, digital, and streaming distribution. As part of Disney's media portfolio, we work closely with Hulu, Disney Television Studios, and FX to bring audiences compelling stories wherever they choose to watch.

Our mission remains constant: to earn and uphold the trust of our viewers by delivering programming that informs, inspires, and entertains.

The Walt Disney Company

MEDIA ADVISORY
Press Conference: ABC/Disney Statement on Jimmy Kimmel Live! and Affiliate Support

WHAT:
On-the-record press conference providing updates on Jimmy Kimmel Live! and ongoing support for ABC affiliates, followed by Q&A.

WHO:
- Alaura Crowder, Guillermo Estrada, and Sofia Fedele - Press Officers of ABC, WDC
- ABC leadership (programming & affiliate relations)

WHEN:
Friday, November 14, 2025, 10:00 a.m. ET
Media check-in opens at 9:15 a.m. ET

WHERE:
ABC News Headquarters, 147 Columbus Ave, New York, NY 10023
Remote option: Live webcast (link provided upon RSVP)

CREDENTIALS / RSVP:
Email press@disney.com and abc.communications@abc.com by Tuesday, Nov. 11, at 5:00 p.m. ET with outlet, names, roles, and in-person vs. virtual preference. Space is limited.

FORMAT & GUIDELINES:
- Opening remarks (15 minutes) followed by moderated Q&A (5 minutes).
- On-the-record. Recording and photography are permitted from designated areas.
- For technical needs, contact av.support@abc.com.

MEDIA CONTACTS:
ABC Communications | abc.communications@abc.com
The Walt Disney Company Communications | press@disney.com

The Walt Disney Company

FOR IMMEDIATE RELEASE
Friday, November 14, 2025

ABC Announces Return of Jimmy Kimmel Live! Following Standards Review

BURBANK, CALIF. – ABC recently announced that Jimmy Kimmel Live! will return to production following an expedited review related to on-air comments made by talent member Jimmy Kimmel.

ABC's review team assessed the broadcast against the network's Standards & Practices and Employee Conduct Policies to confirm the reinstatement of Jimmy. ABC's decision for his suspension was to avoid further inflaming a tense situation at an emotional moment for our country.

We stand with Jimmy and our affiliates," said Kristina Schake, Senior Executive Vice President & Chief Communications Officer, The Walt Disney Company. "Jimmy Kimmel Live! is an important part of ABC, and we're working closely with station partners to ensure audiences can continue to enjoy the show while we uphold the values of dignity, accountability, and open dialogue that guide our company."

After thoughtful conversations, the program will resume with additional editorial safeguards designed to maintain and protect ABC's long-standing commitment to respectful entertainment and responsible comedy.

For more than two decades, Jimmy Kimmel Live! has entertained millions while fostering constructive conversation and delivering meaningful public-service moments. ABC and Disney remain committed to creative expression that reflects our standards of respect and responsibility. For more information, contact abc.communications@abc.com.

###

ORGANIZATION FACT SHEET

Name: American Broadcasting Company (ABC)
Parent Company: The Walt Disney Company

Founded / Origins:

- Established in 1943 as a radio network following the divestiture of NBC Blue.
- Began operating as a television network in 1948.

Headquarters:

- New York City (corporate and news operations)
- Burbank, California (production facilities)

ABC is one of the four major U.S. broadcast television networks, with national coverage through more than 200 local affiliate stations reaching nearly every household in the country.

Key Programming & Content:

- Offers a broad mix of prime-time entertainment, daytime talk shows, news programs, sports coverage, and live event specials.
- Flagship programs include Good Morning America, World News Tonight with David Muir, The View, Jimmy Kimmel Live!, and 20/20.
- Known for major special broadcasts such as the Academy Awards and various holiday events.

Brand / Logo:
Features the iconic lowercase “abc” letters inside a simple black circle, known as the “ABC Circle,” symbolizing clarity, simplicity, and unity across its media platforms.
Historical Highlights include:

- Originated from the NBC Blue radio network, rebranded as ABC after government-mandated divestiture.
- Expanded into television during the postwar media boom.
- Acquired by Capital Cities Communications in 1985, forming Capital Cities/ABC.
- Purchased by The Walt Disney Company in 1996, it became a cornerstone of Disney’s media portfolio.



Robert A. Iger
Chief Executive Officer, The Walt Disney Company

Robert Alan Iger is the CEO of the Walt Disney Company, having returned in 2022 after serving as CEO from 2005 to 2022. Mr. Iger has led a company-wide transformation to restore creativity and strengthen Disney's position in the streaming business. Mr. Iger's vision focuses on three fundamental pillars: generating creative content, fostering innovation, and expanding into new markets.

Mr. Iger started at Disney in 2000 as the company's President and Chief Operating Officer. He was elected Chairman of the Board in 2012. Iger was instrumental in many of Disney's groundbreaking movies, shows, and acquisitions.

In 2023, Mr. Iger was featured on the cover of Time magazine as one of its annual 100 Most Influential People. Additionally, he has been featured in World's Most Powerful People (2018) and in Fortune's 25 Most Powerful People in Business (2008, 2009, 2010, 2011). He has also received many other accolades and accomplishments.



Tinisha Agramonte
Senior Vice President and Chief Opportunity & Inclusion Officer, The Walt Disney Company

Tinisha Agramonte serves as Senior Vice President and Chief Opportunity & Inclusion Officer for the Walt Disney Company. She oversees the company's Opportunity and Inclusion strategy and works closely with leaders and teams across the organization to foster a culture of collaboration.

Mrs. Agramonte has a vast background in designing and implementing transformative inclusion programs and initiatives. Tinisha was one of the creators of the First-Generation Professionals Program, which was implemented within the federal government.

Before joining Disney, Mrs. Agramonte held senior executive positions at Motorola Solutions and several federal agencies. She earned her master's degree in mass communications from California State University, East Bay, and serves as adjunct faculty at Chapman University and Air University at Maxwell Air Force Base.



Asad Ayaz
Chief Brand Officer, The Walt Disney Company and President, Disney Entertainment Marketing

Asad Ayaz serves as Chief Brand Officer for The Walt Disney Company, where he oversees management of the global Disney brand. His responsibilities include leading brand marketing campaigns across the company's full portfolio, shaping consumer experiences, activating major brand initiatives, and guiding Disney's digital and social strategy.

Additionally, as President of Disney Entertainment Marketing, Ayaz oversees all global marketing operations. This includes marketing strategy, creative advertising, media and digital initiatives, research, special events, and more.

Ayaz has led some of the most notable campaigns in modern entertainment, including Marvel Studios' Avengers franchise and Avatar: The Way of Water. He also spearheaded major Disney+ campaigns, such as Taylor Swift: The Eras Tour (Taylor's Version) and Agatha All Along.

Ayaz has been recognized as one of Forbes' Most Influential CMOs and as an Adweek Marketing Vanguard. He is also a recipient of the Variety Marketing Visionaries Award and the Clio Marketing Mastermind Award.



Alan Bergman
Co-Chairman, Disney Entertainment, The Walt Disney Company

Alan Bergman serves as Co-Chairman of Disney Entertainment, where he oversees the company's entire entertainment portfolio and global businesses. In this role, he leads Disney's filmmaking studios and oversees marketing operations, technology, theatrical distribution, and key business groups across all Disney brands.

Bergman has been part of The Walt Disney Company since 2001 and played a critical role in major acquisitions, including Pixar Animation Studios and Marvel Studios.

During his tenure, Bergman has helped release 28 films that have each grossed more than $1 billion dollars at the global box office. Bergman holds a bachelor's degree in business economics from UCLA.

In addition, Bergman represents Disney on the Motion Picture Association's Board of Directors and serves on the American Film Institute's Board of Trustees.



David L. Bowdich
Co-Chairman, Disney Entertainment, The Walt Disney Company

David Bowdich serves as Chief Security Officer for The Walt Disney Company, where he oversees all security operations across Disney's global properties. His responsibilities include managing safety, risk mitigation, and the company's comprehensive security strategy.

Before joining Disney, Bowdich served as Deputy Director of the FBI, overseeing all FBI investigations and intelligence activities. Throughout his career at the Bureau, he held numerous leadership positions across operations, intelligence, and field divisions.

Bowdich has received multiple distinguished honors, including the Meritorious Service Award from President Barack Obama and an appointment to the President's Law Enforcement Commission in 2020. In 2021, he was awarded the FBI Director's Medallion for Exceptional Leadership. He holds a master's degree in Leadership from Georgetown University and a Bachelor of Science in Criminal Justice from New Mexico State University.



Josh D'Amaro
Chairman, Disney Experiences, The Walt Disney Company

Josh D'Amaro serves as Chairman of Disney Experiences, overseeing a global team of more than 185,000 Cast Members and managing Disney's multi-year, $60 billion investment plan. His work spans cruise ships, themed lands, attractions, technology innovation, and all elements that shape the guest experience across Disney's parks and destinations.

D'Amaro also oversees Walt Disney Imagineering, the creative force responsible for designing and developing Disney's world-renowned theme parks and attractions. Under his leadership, Imagineering has delivered major projects such as Avengers Campus. He additionally oversees Disney Consumer Products.

D'Amaro holds a degree in business administration from Georgetown University. He serves on the National Board of Directors for Make-A-Wish America and is a member of the United States Travel Association Leadership Roundtable.



Carlos A. Gomez
Executive Vice President, Treasurer and Head of Investor Relations, The Walt Disney Company

Carlos A. Gomez serves as Executive Vice President, Treasurer, and Head of Investor Relations for The Walt Disney Company. He oversees Disney's global treasury operations, risk management functions, and all aspects of investor relations.

In this role, Gomez acts as Disney's primary liaison to the investment community. He communicates the company's financial strategy and performance, and leads the development and execution of comprehensive investor communication efforts.

Gomez holds an MBA from the UCLA Anderson School of Management and a B.A. in Economics from Stanford University.

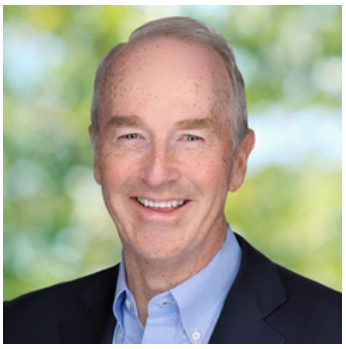


Horacio Gutierrez
Senior Executive Vice President, Chief Legal and Compliance Officer, The Walt Disney Company

Horacio Gutierrez serves as Senior Executive Vice President and Chief Legal and Compliance Officer for The Walt Disney Company. He leads a global team of attorneys responsible for all aspects of Disney's legal affairs, including litigation, compliance, transactional law, securities law, regulatory matters, privacy protection, global ethics, and intellectual property encompassing patents, copyrights, and trademarks.

Before joining Disney, Gutierrez served as Head of Global Affairs and Chief Legal Officer at Spotify, and previously as Corporate Vice President and General Counsel at Microsoft. He also serves on the Boards of Directors for the Motion Picture Association and Kids in Need of Defense.

Gutierrez holds a Master of Laws degree from Harvard Law School and a Juris Doctor from the University of Miami School of Law. He earned his Bachelor of Laws from Universidad Católica Andrés Bello in Caracas, Venezuela.



Hugh Johnston
Senior Executive Vice President & Chief Financial Officer, The Walter Disney Company

Hugh Johnston serves as Senior Executive Vice President and Chief Financial Officer of The Walt Disney Company, where he oversees all global financial functions. His areas of responsibility include corporate strategy, enterprise controllership, financial planning and analysis, corporate real estate, enterprise technology, global product and labor standards, global security, tax, treasury, and investor relations. Johnston also plays a key role in guiding the company's long-term financial priorities and overall business performance.

Before joining Disney, Johnston served as Vice Chairman and Chief Financial Officer of PepsiCo, where he spent more than three decades in senior leadership roles across finance, operations, and corporate strategy. He has also served on the Board of Directors and chaired the Audit Committee for Microsoft Corp. and served on the board of the Peterson Institute for International Economics.

Johnston holds a Bachelor of Science from Syracuse University and an MBA from the University of Chicago.



Jolene Negre
Deputy General Counsel, Securities Regulation, Governance & Secretary, The Walt Disney Company

Jolene Negre serves as Deputy General Counsel for The Walt Disney Company, overseeing securities regulation, corporate governance, and responsibilities associated with serving as Corporate Secretary. In this role, she ensures compliance with regulatory requirements, supports the Board of Directors, and advises on governance best practices across the global organization.

Negre's expertise spans corporate law, regulatory frameworks, compliance oversight, and strategic legal advisory. Her leadership helps guide Disney's governance structure and ensures transparency, accountability, and strong ethical standards across the company's worldwide operations.



James Pitaro
Chairman, ESPN, The Walt Disney Company

James Pitaro serves as Chairman of ESPN, where he holds full operational and financial responsibility for the division. He oversees all sports content, products, and platforms, including ESPN's broadcast networks, digital media, streaming initiatives, audio platforms, and live events. Under his leadership, ESPN continues to expand its global reach and deliver premier sports storytelling and experiences.

Pitaro previously served as Chairman of Disney's Consumer Products and Interactive Media division, where he played a pivotal role in shaping iconic franchises through toys, digital experiences, and consumer products. Before joining Disney, he served as Head of Media at Yahoo, where he oversaw the company's media properties and digital content strategy.

In 2020, Pitaro was named Sports Executive of the Year by Sports Business Journal. He holds a Bachelor of Science in economics from Cornell University and a Juris Doctor from St. John's University School of Law.



Kristina Schake
Senior Executive Vice President and Chief Communications Officer, The Walt Disney Company

Kristina Schake serves as Senior Executive Vice President and Chief Communications Officer for The Walt Disney Company. She leads the company's global communications strategy, internal and external communications, media relations, and corporate social responsibility initiatives. Schake plays a key role in shaping Disney's public voice and safeguarding the company's reputation across all business units.

Before Disney, Schake held several high-profile communications roles. She directed the Biden administration's nationwide COVID-19 vaccine education campaign and served as Global Communications Director at Instagram. She previously served as Communications Director for First Lady Michelle Obama and as Deputy Communications Director for Secretary Hillary Clinton. Schake is also the founder of the American Foundation for Equal Rights, which spearheaded landmark marriage equality campaigns.



Dana Walden
Co-Chairman, Disney Entertainment, The Walt Disney Company

Dana Walden serves as Co-Chairman of Disney Entertainment, overseeing the company's global entertainment and news portfolio. Her leadership spans ABC Entertainment, ABC News, ABC Owned Television Stations, Disney Branded Television, Disney Television Studios, Freeform, FX, and numerous other content divisions. Walden also co-leads direct-to-consumer strategy, marketing, operations, distribution, and technology across Disney's entertainment businesses.

Walden has guided ABC to the position of the No. 1 entertainment network for four consecutive seasons. She has overseen the creation and development of some of the industry's most celebrated scripted and unscripted series, with more than 1,000 awards accumulated under her leadership.

Before joining Disney, Walden served as CEO of Fox Television Group and as Chairman of Disney General Entertainment Content. Her accomplishments have earned her the Harvard Undergraduate Women in Business Lifetime Achievement Award and recognition as one of the most influential leaders in modern television.



Brent Woodford
Executive Vice President, Controllership, Financial Planning and Tax, The Walt Disney Company

Brent Woodford serves as Executive Vice President of Controllership, Financial Planning, and Tax for The Walt Disney Company. He oversees the company's internal and external financial reporting, operating profit and cash-flow planning, capital spending strategies, and global controllership functions. Woodford plays a key role in ensuring the accuracy, transparency, and strategic alignment of Disney's financial operations.

Before joining Disney, Woodford served as Vice President and Controller of YUM! Brands, Inc., and previously held financial leadership roles within PepsiCo's international restaurant divisions. Earlier in his career, he worked as an equity securities analyst for A.G. Edwards & Sons.

Woodford is a CPA and Chartered Financial Analyst. He has served on the Financial Executives International Committee on Corporate Reporting, the AICPA, and the Accounting Standards Executive Committee, as well as the Financial Accounting Standards Advisory Council. He holds a B.A. in accounting from Michigan State University and an MBA from Saint Louis University.

MEDIA STATEMENT

The Walt Disney Company Announces Reinstatement of Jimmy Kimmel Live
Monday, September 22, 2025

Last Wednesday, September 17, The Walt Disney Company decided to temporarily suspend production of Jimmy Kimmel Live! to allow time for constructive conversations with Jimmy Kimmel, our internal teams, and key stakeholders. This brief pause was implemented to prevent further escalation during a sensitive and highly charged moment. Some of the ad-libbed comments made during the broadcast were considered ill-timed and inconsistent with our standards for responsible entertainment.

After thoughtful dialogue and a comprehensive internal review, we have determined that Jimmy Kimmel Live! will resume production on Tuesday, September 23, 2025.

We remain committed to Disney's core values of respect, accountability, and open dialogue while continuing to support our talent, our partners, and the audiences we serve.

Dana Walden
Co-Chairman, Disney Entertainment
The Walt Disney Company

MEDIA STATEMENTS

YouTube TV Drops Disney-Owned Networks
October 31, 2025

Earlier today, Google declined to reach a fair, market-based agreement to continue carrying Disney-owned channels on YouTube TV. As a result of their decision, subscribers no longer have access to key networks including ESPN, ABC, FX, and the broader portfolio of Disney entertainment and sports programming.

We recognize how frustrating and disruptive this loss of service is for viewers who depend on these channels. Disney remains committed to good-faith negotiations and is prepared to reach an agreement that reflects the value our content provides to audiences and the marketplace.

We urge Google to return to the negotiating table so that we can restore access for YouTube TV customers as quickly as possible.

Dana Walden
Co-Chairman, Disney Entertainment
The Walt Disney Company

LOSS OF LEADERSHIP PRESS RELEASE TEMPLATE

The Walt Disney Company

FOR IMMEDIATE RELEASE
Weekday, 00 Month, 0000

Disney ABC Announces the Passing of [Leader's Full Name]

[City, State] – [Date] – It is with deep sadness that The Walt Disney Company (Disney ABC) announces the passing of [Leader's Full Name], our [Title, e.g., Chief Executive Officer], due to [brief, factual cause such as "a sudden illness"].

[Leader's First Name] was a visionary leader whose creativity, integrity, and dedication shaped Disney ABC's mission to bring storytelling and innovation to audiences worldwide. [He/She/They] joined the company in [year] and played an instrumental role in [list 1–2 major contributions, e.g., expanding digital media initiatives, championing diversity in programming, leading ABC's global content strategy].

"Our entire Disney ABC family is heartbroken by this loss," said [Name, Title, e.g., Chairperson of The Walt Disney Company]. "Beyond [his/her/their] professional accomplishments, [Leader's Name] was a remarkable person—kind, visionary, and deeply committed to our people and our audiences."

To ensure a smooth transition, [Interim Leader's Name], currently serving as [current position], will assume the role of [Acting Title] effective immediately. The Board of Directors will begin the process of identifying a permanent successor in the coming weeks.

We extend our deepest sympathies to [Leader's Name]'s family, friends, and all who had the privilege of working alongside [him/her/them]. Out of respect for the family's privacy, we ask that any media inquiries be directed to Disney ABC Corporate Communications at [press contact info].

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FORMS

CRISIS RESPONSE CHECKLIST

□ Activate the Crisis Response Team (CRT)

– Notify key leaders and assemble the designated crisis response group.
– Confirm availability of legal, communications, HR, and executive stakeholders.

□ Define Roles & Responsibilities

– Assign leads for communications, legal review, spokesperson duties, monitoring, and decision-making.

□ Assess and Verify the Situation

– Confirm all facts, sources, and timelines.
– Identify the catalyst, severity, and potential impact of the crisis.

□ Monitor Media Coverage & Public Sentiment

– Track real-time media buzz, social media conversation, misinformation, and stakeholder reactions.

□ Set Communication Objectives & Messaging Strategy

– Determine what must be communicated, to whom, and why.
– Establish key messages aligned with company values and legal guidance.

□ Determine Primary Communication Channels

– Select the most effective platforms for reaching your target audiences (press release, social media, internal memo, broadcast, etc.).

□ Appoint and Brief an Authorized Spokesperson

– Ensure only approved representatives speak externally.
– Provide fully vetted talking points and guardrails.

□ Develop Anticipated Questions & Media Prep

– Create a Q&A packet covering tough, hostile, and clarifying questions.
– Conduct spokesperson rehearsal sessions.

□ Draft, Review & Approve All Media Materials

– Prepare holding statements, press releases, internal communications, and social posts.
– Secure approval from Legal, Communications Leadership, and the Crisis Response Team.

□ Distribute Messaging & Implement Communication Plan

– Send out official materials consistently across all platforms.
– Ensure affiliate stations, talent, and partners receive aligned language.

CRISIS RESPONSE CHECKLIST, cont.

□ Coordinate Media Relations & Press Engagements

– Schedule interviews, media availabilities, or press conferences as needed.
– Provide media kits and briefing documents for all participating executives.

□ Monitor Outcomes & Adjust Messaging

– Track press coverage, public sentiment, and stakeholder feedback to refine communication in real time.

□ Evaluate Crisis Response Performance

– Assess the effectiveness of communication, response time, decision-making, and overall execution.
– Document lessons learned, gaps, and recommendations.

□ Update & Improve the Crisis Communication Plan

– Revise protocols, training, and templates to strengthen future preparedness.

EVALUATION AND RECOVERY QUESTIONS

1. Response Speed

- How quickly did we identify, escalate, and respond to the crisis?
- Were there any delays, and what caused them?

2. Public & Media Sentiment

- What is the overall sentiment toward ABC/Disney following the crisis?
- How are audiences, media outlets, and online communities discussing the company?

3. Message Effectiveness

- Did our key messages resonate with stakeholders?
- Were our platforms (press releases, social media, broadcasts) effective in reaching audiences?

4. Plan & Strategy Performance

- What weaknesses or gaps emerged in our crisis plan or messaging strategy?
- Were internal teams aligned, prepared, and adequately trained?

5. Stakeholder Satisfaction

- How did employees, talent, affiliates, partners, and Disney leadership respond to our handling of the crisis?
- Did we meet or exceed their expectations?

6. Social Media Reputation

- Did the crisis create positive, negative, or neutral buzz online?
- How successfully did we correct misinformation?

EVALUATION AND RECOVERY QUESTIONS

7. Areas for Improvement

- What adjustments should be made to strengthen communication, coordination, or approval processes?
- What resources or training would improve future responses?

8. Stakeholder Expectations

- What actions or follow-up steps do stakeholders expect us to take to rebuild trust?

9. Communication Reach & Channels

- Did we use the right communication channels?
- What additional platforms or tools could improve reach and clarity?

10. Legal & Financial Impact

- What is the status of any associated legal matters?
- How, if at all, did the crisis affect revenue, subscriptions, ratings, or brand value?

11. Preventive Measures

- What new policies, safeguards, or programs can prevent a similar crisis in the future?

12. Crisis Plan Updates

- What revisions are needed in the Crisis Communication Plan to improve its effectiveness going forward?
- Should drills, simulations, or annual reviews be strengthened?

STAKEHOLDER ASSESSMENT FORM

Name:	Contact Person:	Role/ Position	Influence:	Impact:	What is Important?	Engagement Strategy:

INCIDENT REPORT

Notification Date: Notification Time:

Incident Occurrence Time:

Name

Media Outlet:

Description of Incident:

Phone Number:

Email:

MEDIA INQUIRY LOG

Name:

First:

Last:

Phone:

####

Email:

Media Outlet:

Role:

(Reporter, editor, etc.)

Type of Outlet:

(Online, print, radio, etc.)

Description of request:

Deadline date and time:

Date Story Runs or Airs:

PRESS CONFERENCE SIGN IN SHEET

Press registrants receive, at no charge, a badge that provides access to all scientific sessions, the press room, and the press conference room.

Participation credentials:

(Journalist, freelance, etc.)

Publication:

(TV / Radio / electronic media)

Link URL to website/publication/article:

Your Name:

First:

Last:

Email address:

PLEASE CONFIRM:

I hereby confirm that I have read the Press Credentials Policy.

JIMMY KIMMEL LIVE!
PRESS CONFERENCE 11/14/2025

PREPARED BY: ALAURA CROWDER,
GUILLERMO ESTRADA & SOFIA FEDELE

The Walt Disney Company