**FAMILY DOLLAR CRISIS COMMUNICATION PLAN**

**UNSAFE PRODUCT RESPONSE**

**Created: April 29, 2010**

**MARYANNE HULL**

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**INTRODUCTION**

Dear Executive Board and Employees,

First and foremost, I would like to thank you for all that you do for Family Dollar. We take pride in our family values and fair treatment of our employees and would like to once again say you are vital to the success of our company. If we did not have such dedicated people like you, we would not be able to attribute the success of family dollar to its entire staff. This being said, I would like to stress the importance of this plan should it be put into action. Keeping our image from blemishes is one of the things this plan will prevent. Please always remember to keep your positive attitudes about you when interacting with the press also; as anyone and everyone wearing the Family Dollar nametag will be under the microscope when crises arise. Again, thank you for reviewing this plan and for supporting us.

Thank you for your devotion to our endeavors.

Sincerely,

Maryanne Hull

Chairman and CEO, Family Dollar Store

**ACKNOWLEDGMENTS**

To Employees of Family Dollar Stores,

I would like to say thank you for doing the appropriate research required to properly create this crisis communication plan. It is important that all employees read and know this plan in order to properly carry it out in the case that we need to enact it. Working cohesively as a team is important in trying times and we would like to fully stress its importance. Because of this, I ask that you thoroughly read this plan and participate in the rehearsal as well as it may happen and we would like to be as prepared as possible. This task must be completed by May 15, 2010 and turned in to your store manager as proof that you have read and understand this plan. In order to rehearse this, we have set dates in which it will be enacted and will inform you of any changes. After reading this, if you have any questions or concerns I ask that you bring them to the attention of your store or branch manager as soon as possible.

Sincerely,

Maryanne Hull,

Chairman and CEO, Family Dollar Stores

By signing this agreement, I am stating that I have thoroughly read this plan and promise to properly execute my part if anything ever happens that this plan should be enacted.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name (print) Date

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature Date

**REHEARSAL DATES**

The crisis communication plan for an unsafe product communication plan will be practiced bi-annually. In the next 5 years, rehearsals are set for the following dates:

2009:

Wednesday, June 1

Thursday, December 1

2010:

Wednesday, June 2

Thursday, December 3

2011:

Wednesday, June 3

Thursday, December 4

2012:

Wednesday, June 5

Thursday, December 6

2013:

Wednesday, June 6

Thursday, December 7

**PURPOSE AND OBJECTIVES**

PURPOSE:

- To successfully deal with the crisis and foster our relationships with the media and our

customers

- To be honest with all publics

- To respond to the crisis in a timely and responsible manner

OBJECTIVES:

- To communicate to the public that we care about our customers and take their safety

as our number one priority

- To communicate accurate information with all media outlets

- To ensure everything to prevent further spread of the sale of these products

- To successfully recall all unsafe products and communicate the issues with their

manufacturer to ensure that they know the issues.

**KEY PUBLICS**

- Family Dollar Board Members

- Family Dollar Customers

- Family Dollar Employees

- Legal Department

- Manufacturers

- Executive Team Members

- Corporate Managers

- Branch Managers

- Store Managers

- Shareholders

- Customers

- Financial Partners

- Competitors

- Investors

- Business Partners

- Union Executive Board

- Media

**NOTIFYING PUBLICS**

Notifying our key publics is an important task once a crisis such as an unsafe product is on the shelves. In order to successfully recall all products and keep our customers safe, we must inform all people listed on page 7.

PROCEDURE:

Internal Publics

- Executive Board

- Executive Team Members

- Corporate Managers

- Branch Managers

- Employees

- Shareholders

These groups should be contacted first in the crisis state. This chain of people should be followed in order of contact in order to spread the word. Memorandums shall be written and faxed immediately as soon as any and all information is available to every group listed above. They will then notify all contacts under them in the order of hierarchy in order to ensure all information distributed is being given. E-mails will also be sent as well as phone calls given in accordance with the division of calls and subordinate units. Any developments will be followed up with faxes and e-mails.

External Publics

- Family Dollar Customers

- Legal Department

- Manufacturers

- Customers

- Financial Partners

- Competitors

- Investors

- Business Partners

- Union Executive Board

CRISIS COMMUNICATION TEAM

The following is a list of people who should be contacted immediately in the case of an

emergency. The team consists of the Board of Directors and Corporate Officers. Larry

Kellner, CEO of Continental Airlines is to be contacted first. He will then contact Jeffery

Smisik and the order will decline from there. Jim Compton, Executive Vice President of

Marketing and Public Relations will be the media responder. Once the phone tree reached

**CRISIS COMMUNICATION TEAM**

This is a list of people who must be contacted for this specific crisis plan. It shall start with the Chairman and CEO, Maryanne Hull, and trickle down the phone tree by contacting Sarah Gordon, Head Executive Team Member. Sarah will notify all Executive Board Members and once Jessica Short is reached, she will contact Elizabeth Forman; Head of the Executive Board. Elizabeth will then notify all Executive Board members who will then contact their Corporate Managers using their handbook to contact branch managers in their region. Each branch manager will then contact each store manager who will notify all employees.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name | Work Phone | Cell Phone | Home Phone | E-mail |
| **Corporate Officers** | | | | |
| Maryanne Hull Chairman and CEO | (123)689-3613 | (703) 774-8301 | (703) 825-3478 | Maryanne.hull@fdo.com |
| Sarah Gordon  Head ETM | (123)897-4398 | (347)384-5893 | (980)478-3899 | Sarah.gordon@fdo.com |
| Elizabeth Forman Public Relations ETM | (123)8347-8593 | (849)893-9134 | (734)873-1923 | Elizabeth.forman@fdo.com |
| Elena Strain  Internal Affairs ETM | (123)849-9850 | (735)935-2359 | (843)958-5323 | Elena.strain@fdo.com |
| Christopher Davis  Customer Relations ETM | (123)959-9274 | (438)982-1563 | (834)738-8294 | Christopher.davis@fdo.com |
| Erik Therkidlsen  Production Quality ETM | (123)823-9403 | (142)343-5823 | (832)849-2795 | Erik.therkidlsen@fdo.com |
| Sarah Clark  Distribution ETM | (123)928-1983 | (346)352-5689 | (394)938-8429 | Sarah .clark@fdo.com |
| Katie Beals  Advertisement Manager ETM | (123)231-5263 | (763)763-2783 | (732)738-2773 | Katie.beals@fdo.com |
| Mary Hawes  Safety Officer ETM | (123)778-8389 | (742)376-4781 | (748)739-7378 | Mary.hawes@fdo.com |
| Jessica Short  Communication Technician ETM | (123)983-8492 | (899)849-8429 | (839)723-1322 | Jessica.short@fdo.com |
| **Executive Board Members** | | | | |
| Sarah Mayfield | (843)398-8420 | (820)849-1873 | (831)983-2794 | Sarah.mayfield@fdo.com |
| Gene Kelly | (123)839-2891 | (382)389-4890 | (389)712-4782 | Gene.kelly@fdo.com |
| Benjamin Stiller | (123)834-2189 | (732)748-1254 | (233)822-4999 | Benjamin.stiller@fdo.com |
| Meghan Greene | (123)983-1833 | (278)738-2839 | (738)719-4433 | Meghan.greene@fdo.com |
| Ronald McDonald | (123)849-2984 | (238)378-2478 | (483)829-2347 | Ronald.mcDonald@fdo.com |
| Kelly Baker | (123)743-8291 | (372)728-4892 | (784)378-1243 | Kelly.baker@fdo.com |
| Brittany Chapman | (123)349-2343 | (213)472-3981 | (384)478-1298 | Brittany.chapman@fdo.com |
| Gabrielle Gillis | (123)782-1789 | (381)893-2738 | (742)821-4892 | Gabrielle.gillis@fdo.com |
| Susan Stinson | (123)839-2843 | (381)482-4927 | (389)918-2903 | Susan.stinson@fdo.com |
| Pamela Hall | (123)478-1828 | (389)839-1823 | (279)748-2984 | Pamela.hall@fdo.com |
| Tara Kilage | (123)478-2938 | (382)848-8492 | (382)849-3849 | Tara.kilage@fdo.com |
| **Corporate Managers** | | | | |
| Katherine Dingleberry  Region 1 | (123)843-2894 | (392)492-3892 | (382)849-1721 | Katherine.dingleberry@fdo.com |
| Alexander McGuffey  Region 2 | (123)834-2189 | (732)748-1254 | (233)822-4999 | Alexander.mcGuffey@fdo.com |
| Derek Brandt  Region 3 | (123)823-9403 | (142)343-5823 | (832)849-2795 | Derek.brandt@fdo.com |
| Sarah Johnston  Region 4 | (123)928-1983 | (346)352-5689 | (394)938-8429 | Sarah.johnston@fdo.com |
| Hope Laurel  Region 5 | (123)8347-8593 | (849)893-9134 | (734)873-1923 | Hope.laurel@fdo.com |
| Emily Laura  Region 6 | (843)398-8420 | (820)849-1873 | (831)983-2794 | Emily.laura@fdo.com |
| Branford Jones  Region 7 | (123)849-9850 | (735)935-2359 | (843)958-5323 | Branford.jones@fdo.com |

**MEDIA SPOKESPERSON**

In an unsafe product response, it is important that the spokesperson be knowledgeable about all the harmful effects the product can create. Because unsafe products can have many harmful effects or even death, Maryanne Hull, Chairman and CEO, will be our spokesperson. She will be assisted by Mary Hawes, Safety Officer on the Executive Team. In a case where expert opinion is needed these officials should contact professionals in the field rather than attempting to answer questions with risk of losing credibility. Elizabeth, Director of Public Relations will be with these spokespeople at all times in order to ensure effective and accurate communication. Spokespeople should be clean and well-kept in demeanor, communicate sincerity, and express concern and urgency in this case.

**EMERGENCY PERSONNEL AND LOCAL OFFICIALS**

Below is a list of emergency contact information should this crisis arise. Contact information for local officials is unavailable due to the uncertainty of where this crisis should affect individuals. Any questions pertaining to the local contact information may be directed to our headquarters’ emergency response contact hotline for situations such as this at (800) 982-4953. If there is immediate threat however, such as fire or possible death, 911 may be used.

John Doe

National Health Administration

109 Executive Dr

Herndon, VA 20170

Cell: 703-878-3464

Work: 703-867-8964

Home: 703-663-0924

E-mail: doej@nha.gov

Tanner Hatch

Department of Regulations

93000 Sunrise Valley Dr.

Reston, VA 20190

Cell: 803-555-5603

Work: 803-555-5604

Home: 803-555-5605

E-mail: hatcht@dor.org

James O’Conner

Center for Disease Control and Prevention

1600 Clifton Avenue

Atlanta, GA 30333

Cell: 747-555-5606

Work: 747-555-5607

Home: 747-555-5608

E-mail: oconnerj@cdc.gov

Roger Gerber

Industrial Manufacturers Organization

1633 Central Street  
Evanston, IL 60201

Cell: 919-555-5609

Work: 919-555-5610

Home: 919-555-5611

E-mail: Gerberrg@imo.org

**KEY MEDIA**

Below is our key media contact list. This list should be contacted in order to communicate when press briefings will be held, to send out press releases to, and to attend or shoot any other part of the crisis we would like to be covered.

Ted Buckley

Fox News Program Manager

Cell: 540-354-4536

Work: 540-436-4634

Home: 540-545-6855

E-mail: tbuckley@fox.com

Tanasha Martin

ABC News Program Manager

Cell: 445-556-5235

Work: 445-556-9348

Home: 445-556-8294

E-mail: martin123@abcnews.com

Bridget Jones

CNN News Program Manager

Cell: 774-838-9385

Work: 774-838-0903

Home: 774-838-8916

E-mail: bjonesd2@cnnnews.com

Steven Carrell

NBC News Program Manager

Cell: 808-434-9359

Work: 808-434-2355

Home: 808-434-2456

E-mail: carrells40yov@nbcnews.com

Jessica Loweth

The New York Times

Cell: 981-345-8999

Work: 981-345-8987

Home: 981-345-8492

E-mail: jloweth9@nytime.com

Marshall Mathers

USA Today

Cell: 519-886-8294

Work: 519-886-1542

Home: 519-886-2542

E-mail: mathersm@usatoday.com

Elijah Wood

The Washington Post

Cell: 250-899-8793

Work: 250-899-9482

Home: 250-899-6381

E-mail: lwood@washingtonpost.com

**SPOKESPERSONS FOR RELATED ORGANIZATIONS**

Below are the spokespeople for related organizations who can be contacted if necessary.

Dollar Tree

Michael Hawes

987-688-7819

Bottom Dollar

Sarah Lee

929-688-7819

Big Lots

Angel Pear

263-688-7819

Five Below

Cricket Smith

940-688-7819

Dollar General

Patty Mayonnaise

204-688-7819

**CRISIS COMMUNICATION CONTROL CENTER**

If there is a reported unsafe product found anywhere within the United States, our main headquarters located in Herndon, VA will act as the main point of contact for any questions. All managers may contact this number with any concerns or questions as to where in action this plan is.

Alternate Location:

In the event that the Herndon, VA office is unavailable for any reason, the emergency headquarters shall be moved to the Town Hall in Herndon. If for any reason the Town Hall is unavailable, the last place headquarters will be moved to will be the Spectrum Centre in Reston, VA. We have received permission to utilize these facilities and are the only places that Family Dollar is able to run out of due to facilities in the area. Below is the contact information for both.

Herndon Town Hall

John Kodak, Facilities Coordinator

Cell: 703-987-8655

Work: 703-987-8847

Home: 703-987-8354

E-mail: [jkodak.townhall@herndon.gov](mailto:jkodak.townhall@herndon.gov)

Spectrum Centre

Zachary Brown

Cell: 703-338-8923

Work: 703-338-8923

Home: 703-338-8923

E-mail: [zbrown2@spectrum.org](mailto:zbrown2@spectrum.org)

**EQUIPMENT AND SUPPLIES**

If for any reason the crisis center in Herndon cannot be utilized and they must be moved, to either of the alternate facilities, here is a list of pre-gathered materials that will be provided from the Herndon location’s storage closet. This list should be gathered and taken to the new site by the crisis responders.

Pre-gathered materials:

- Bulletin boards

- Flip charts and chalkboard

- Computers

- Printers

- Telephones

- Battery-powered televisions and radio

- Food and beverages

- Copy machines

- First-aid kits

- Cameras and film

- Podium

- Chairs

- Stage

- Microphone and amp

- Power outlets, extension cords, and power packs

Materials brought by crisis team:

- Company letterhead, pens, and pencils

- Telephone directories

- Press kits

- Contact information, crisis communication plan

- Cell phones

- Laptops

- Change of clothes

- Employee identification card

**PREGATHERED INFORMATION**

The following information will be pre-gathered and stored at aforementioned locations

in case of an emergency. Crisis responders can refer to this information as necessary.

- All products follow Federal Standards for Manufacturing

- Inventory taken monthly

- Product Information Reports reviewed when contracting new products

- Safety procedures

- Annual reports for the past 5 years

- Research on product safety

- Company employee list and background checks

- Executive biographies

- Maps and locations of stores

- Company fact sheet

**WEBPAGE**

The webmaster of Family Dollar, Dudely Snape, will be updating the website with the most current and up-to-date information in relation to the crisis. The link to the website and Dudely’s contact information is listed here:

<http://familydollar.com/emergency.aspx>

Dudely Snape

Cell: 664-938-9813

Work: 664-938-2953

Home: 664-938-7859

E-mail: [snapehp16@fdo.com](mailto:snapehp16@fdo.com)

**WEBSITES AND RELATED LINKS**

National Manufacturer’s Regulation Administration

www.nmra.gov

International Product Distribution

www.ipd.gov

Center for Disease Control and Prevention

[www.cdc.gov](http://www.cdc.gov)

**KEY MESSAGES**

When faced with tough questions that throw you off guard, remember to stick to your key

messages. Although some questions may be hard and targeted to try to get you to divulge inappropriate information, you must remember to stick to these key messages. It is possible to respond to a question without giving an answer the press may find scandalous. Below are some examples:

- *Bolster*: Reduce offensive by stressing good traits. For example, “Although this product was unsafe, we were able to pull all products off the shelves within 24 hours of receiving word of its defectiveness.” In this message we stress FDO’s efficiency in responding to this crisis.

- *Compensation*: Reduce offensiveness by compensating the affected victims. An example of this is, “Family Dollar would like to express our sorrow for the affected customers and are more than willing to offer monetary compensation for any medical bills sustained by anyone due to our product.” Using compensation as a key message is important because it puts action behind the compassion and concern for customers that Continental already has.

- *Corrective Action*: Plan to prevent the reoccurrence of the problem. It is important for the customers to know that we are doing everything that we can in order to keep this from happening again and that they can still trust our brand. An example of this is, “Although we put products on the shelves that were unsafe, we had a plan of action to deal with such a situation. We will immediately recall all items and inform the manufacturers we bought it from of the mistake. We will issue a press release to all major media sources and update our website on the effects the unsafe product can cause.”

- *Mortification*: Apologize for any mistakes or accidents. By apologizing publicly, you will gain partial trust for taking the blame as well as credit for owning mistakes. For example, “On behalf of Family Dollar, I would like to extend my deepest apologies for all of the people affected by this product. We would like you to know that we are doing everything we can to fix it and take responsibility for putting this product on our shelves.”

**TRICK QUESTIONS**

In crises, many times reporters want to throw you off or make you say something that will misrepresent your company. The main thing to remember is to stick to your key messages so that you do not falter and give incorrect information. Do not panic! Remember your messages and circle back to them when possible.

-This product is from china, do you plan on pulling all other products from China or Mattel?  
 \*No, many of our products are made there; however, we do plan on enforcing our   
 policy more strictly and creating new product testing regulations before we put   
 anything on our shelves.

-Lead can cause long-term affects; how do you plan on dealing with that?  
 \*If a customer has come into contact, we strongly urge you to get lead levels in your   
 blood tested so that it does not become an issue so we can nip the problem in the   
 bud immediately.

-Does Mattel know about this?  
 \*Yes, when we terminated our business, we informed them of the practices of their   
 manufacturer and made sure they understood the effects of such practices.

-How does the lead get into the blood stream? By putting the toy in the child’s mouth or just by contact?  
 \*It can get into the blood stream by ingesting lead; so by swallowing or inhaling it.

-Is this ALL Mattel Dora toys or just one specific toy?   
 \*As far as we know, it’s just the Dora toy. This was our first time working with them   
 and hope it is only this product that is unsafe.

-If a child does have long term effects, do you plan to help them out medically?  
 \*We cannot say that at this time because that is still being discussed among our legal   
 department but we will give that update when we have that information available.

-The 2 children that have been diagnosed and treated, you are compensating them for their medical bills, which are probably not too extensive since they are at home now. What about if after this press briefing, many others become sick and/or seriously sick? Do you plan to cover all of their medical bills as well?  
 \*Yes. Like I said before, we take the safety of our customers into consideration first.

-How do you plan to deal with the financial loss of not selling the Dora the Explorer toys?  
 \*This was the only toy of Mattel’s that we had, but we will have to look at our sales in   
 order to see how it will affect us. As of right now, we plan on just concentrating on   
 the safety of our customers first and dealing with profit loss as it comes.

-Was this toy sold in other stores besides Family Dollar?  
 \*Yes, it was sold in other stores such as Dollar Tree, Wal-Mart, and other bargain   
 stores.

-Approximately how many toys did you sell before you realized this issue?  
 \*It was on our shelves for only about a month and we sold about 6,000 of them.

-My dog likes to chew on my children’s toys. Could this toy be harmful to my pet?  
 \*Yes. Like people, lead poisoning can affect animals also. The symptoms are the   
 same for animals as they are for humans as well.

**SAMPLE PRESS BRIEFING**

Good afternoon ladies and gentleman of the press, I’d like to thank you for being here today. I am Maryanne Hull, Chairman and CEO of Family Dollar. I am here today to clear up any misconceptions about one of the products we have had on our shelves; Dora the Explorer figurines by Mattel, SKU number 2118.

It has come to our attention that there have been unusually high levels of lead in the paint from this product. Mattel has always been a trusted brand, but lately they have had to recall over 70 of their products due to the high levels of lead in the paint. These products were all manufactured in China and shipped to the U.S. due to cheaper costs to produce it there.

The allowed level of lead in the United States is 600 parts per million, while in China the levels for the products sold in their country are more strict at 90 parts per million.The higher the lead level, the cheaper the cost at about a third the price of paint with less lead. In many places, the laws for lead levels are overlooked and are much higher than regulation. So for the Dora the Explorer figurines, China turns a profit for using cheaper paint with higher levels of lead, while Mattel benefits from cheaper production costs of their products.

On March 3rd, 2010, we introduced this product to our stores. They seemed to be selling well until we received news of problems associated with this product. There have been 2 children ages 3 and 4 that have become ill and had to seek medical attention. They experienced both experienced similar symptoms such as irritability, difficulty sleeping, loss of appetite and energy, and abdominal pain due to lead poisoning from this product. The two children are now recovering from home and we are sincerely glad to see them out of medical facilities.

Upon receiving this information, we immediately began our own investigation as to what went wrong. Using an X-Ray Fluorescence (XRF) analyzer we tested the Dora figurine for hazardous chemicals on the surface of the product and have confirmed that it is the lead levels in the paint on the product that were the cause of the sustained illnesses. The lead levels were 300 parts over the 600 parts per million regulation in the U.S..

First, our hearts and prayers go out to the children and their families who have fallen ill due to this product. At Family Dollar Stores, we take the safety of our products and customers very seriously and consider it our top priority. This product was not safe for the age group of 3-5 year olds that it was created for. From the bottom of our hearts we feel it is our duty to provide safe, fun products for people of all ages and in this case it was not safe. We are compensating the victims for their medical bills. We take pride in the quality of our product and this is atypical of our company.

Since receiving this news, we are doing everything in our power to ensure this does not happen again. We have pulled all of these products off of our shelves and will not be selling items with levels higher than the allowed 600 parts per million in paint. We have cut off business from Mattel and are in the process of forming a group of executives within Family Dollar to produce awareness of product regulations to toy manufacturers in the United States and China as well as other countries where they are produced in massive numbers such as India, Malaysia, and Singapore. We are currently in the process of planning how we would like to go about this, but we will give updates when we finalize our plans.

We will also be taking a more cautious approach by implementing new testing procedures within Family Dollar. We are currently in the process of creating these procedures, but rest assure that we are re-evaluating the way in which we do business with our manufacturers such as what their products contain and how they are made. We plan on testing all products containing lead using the X-Ray Fluorescence Analyzer strategy in order to more thoroughly test the products we put on our shelves.

We urge all consumers of this product to return Dora the Explorer figurines by Mattel immediately to your local store for either a full refund or exchange it for another product of equal or lesser value in our store.

Lead, if swallowed or inhaled, is poisonous. Lead poisoning a serious illness that should not go untreated and could possibly have long-term effects. It Lead builds up in the body and over time, if not treated, can cause mental retardation, anemia, and kidney damage. While lead levels are more likely to affect children, it can still have an effect on teens and adults as well. Symptoms of lead poisoning include: abdominal pain, constipation, irritability, headaches, loss of sensations, and many more. To view the list of symptoms as well as more information about lead poisoning, visit our website at [www.FamilyDollar.com](http://www.FamilyDollar.com). If you believe your child is suffering, please call 555-932-LEAD or seek medical care immediately.

Thank you for your time and patience with Family Dollar. At this point I will now open up the floor for questions.

**PRODROMES**

Below is a list of preventative actions for a situation such as this from happening. These are the things we are doing to prevent the occurrence of unsafe products being sold but they should be monitored carefully. These actions should occur on a regular basis. Any other warning signs should be dealt with immediately and added to this plan.

- Annual Federal Standards for Manufacturing updated on company record

- Inventory taken monthly

- Product Information Reports reviewed when contracting new products

- Research on product safety checks before contracting with new distributers

- Company employee list and background checks

- Executive training in CPR and First Aid

- Bi-annual reports from private auditor to ensure proper use of revenue and funds

- Bi-annual inspections from the National Safety Association

- Offer crisis planning

- Stay informed on product defect and malfunction information

- Bi-annual checks of communication technologies

- Bi-annual checks of emergency equipment

- Annual checks of the pre-gathered supplies in storage to ensure they are all working

and up-to-date

**EVALUATION FORM**

The following is an evaluation form designed to provide feedback as to how effective you feel this plan is in the face of a crisis like this. It is important to us to get this back so upon each rehearsal, e-mail this form back to our headquarters to Jessica Short (Communication Technician Executive Team Member) at [Jessica.short@fdo.com](mailto:Jessica.short@fdo.com) no later than 7 days following the rehearsal date.

On a scale of 1 to 5, with 1 being very little and 5 being very much, please rate the

following statements:

1. I understand my role in preventing and handling this type of crisis.

1 2 3 4 5 Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. I understand the chain of command in notifying key contacts in the prescribed order.

1 2 3 4 5 Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. I am fully aware of all rehearsal dates for this crisis communication plan.

1 2 3 4 5 Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4. My contact information is correct. (If not listed, leave this line blank)

Yes No Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5. I understand what materials should be pre-gathered, and if they are not, I can do so.

1 2 3 4 5 Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

6. I understand key messages set forth and would be able to give a press briefing if necessary.

1 2 3 4 5 Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

7. I understand my responsibility in using prodromes to prevent the occurrence of this crisis.

1 2 3 4 5 Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

8. I am comfortable and understand this crisis communication plan as a whole. Would you suggest any improvements?

1 2 3 4 5 Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_