

The logo features the word "Salon" in a white, elegant script font at the top. Below it, the word "ENVOI" is written in a large, bold, sans-serif font with a vibrant rainbow gradient. To the right of the text is a large, dark grey decorative swirl that resembles a stylized 'S' or a calligraphic flourish.

Salon
ENVOI

*Crisis Communication
Planbook*

*Created by Samantha
Wilson*

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Introduction

In 2004, Amy Sanders opened Salon Envy in Bethany, Oklahoma. Since then, Salon Envy has consistently been catering to its clients' beauty needs. Salon Envy services include haircuts, hair coloring, manicures, pedicures, waxing and facials. In addition to this, they also sell Redkin and Tigi products to their clients.

Salon Envy has a high rate of returning clients because of the staff's commitment to have their clients leave feeling beautiful. All employees work hard to make sure the atmosphere is relaxed and conversational, so that clients may enjoy themselves while getting one of the services provided. Salon Envy is one of the fastest growing salons in Bethany, and has continued to expand and develop its services.

A crisis communication plan is important for the organization because so many people visit Salon Envy on a daily basis. The plan can prepare Salon Envy to protect its clients and workers if a crisis were to happen. Furthermore, a crisis communication plan will allow the employees at Salon Envy to get in contact with other clients so that they can know what is happening in the salon. By contacting the media, Salon Envy will be able to assure its clients that they are doing everything possible to fix a certain crisis, like a robbery, and to spread information about the conditions on the specific crisis, as well as to show the employees' dedication to the salon and their customers.

Contact Information

Emergency Contacts:

Call 911

- Stay calm
- Explain the emergency
- Give directions and stay on the phone until help arrives

Deputy Chief John Reid
6714 NW 36th St.
Bethany, OK 73008
Phone: (405) 789-2323
Fax: (405) 789-5015

Bethany Fire Department
3919 N Rockwell Ave
Bethany, OK 73008
(405) 789-2218

City Of Bethany
6700 NW 36th ST.
Bethany, OK 73008
(405) 789-2146

Third Party Organization Contacts:

OGNE
PO Box 321
Oklahoma City, OK 73101-0321
Toll Free 1-800-5226870 OR
Oklahoma City Locals: 405.272.9595

State Beauty Supply
2209 W I240 Service Rd Suite 304
Oklahoma City, OK 73159
(405) 682-1221
help@statebeautyokc.com

Contact Information Continued

Third Party Continued

AllState Insurance
Mark Muse
6901 Nw 23rd St
Bethany, OK 73008
(405) 253-0731

ATS All Plumbing Company
332 Southeast 21st Street
Oklahoma City , OK 73129
(866)451-7348

**For questions regarding the crisis communication plan
please contact:**

Samantha Wilson
Wilson Public Relations
7121 Northwest 102nd Street
Oklahoma City, Oklahoma 73162
(405) 684-7167
sjw08@sbcglobal.net

Media Directory

Media Directory

Bethany Tribune
Cindy Roberts, Manager
(405) 789-1962
7407 NW 23rd St Bethany, OK 73008
cindy@bethanytribune.net

The Oklahoman
Rick Green, Editor of Local News
9000 North Broadway, Oklahoma City, OK 73114
P.O. Box 25125, Oklahoma City, OK 73125
(405) 475-3360
rmgreen@opubco.com

News 9
7401 N. Kelley
Oklahoma City, OK 73111
(405) 843-6641
Fax: (405) 841-9989

KOCO-TV Channel 5
1300 East Britton Road Oklahoma City, OK 73131
(405) 478-3000
<http://www.koco.com/index.htm>

KFOR-TV
444 E. Britton Rd. Oklahoma City, OK 73114
(405) 424-4444
<http://kfor.com/>

Spokesperson

Amy Sanders will act as the spokesperson during any crisis because she is the owner of Salon Envy. If Amy is not available Becky Griffin will act as the spokesperson because she has worked at Salon Envy the longest and therefore knows important details like about the salon.

Amy Sanders
4806 North Peniel Ave
Bethany, Oklahoma 73008
(405) 309-4059
asanders@cox.net

Becky Griffin
6605 NW 33rd St
Bethany, OK 73008
(405) 740-3960
becky.jackers23@gmail.com



Key Publics

Clients: There are many different clients that go in-and-out of Salon Envy every day. Therefore, they must be informed if any crisis happens that will interfere with an appointment. In addition to this, the clients present at the time of the crisis will need to be protected to the best of the staff's abilities. Injuries can happen at a time of crisis, but can be minimized with proper procedures put into place.

Employees: There are 15 employees at Salon Envy on a regular basis. If a crisis does happen, the employees will need to know what to do in certain instances. Furthermore, employees will also need to know how to protect the clients, as well as themselves during a crisis.

Pizziz's Pizza: This pizza parlor is located next door to Salon Envy. They share electricity and plumbing with the salon. The employees will need to know if a crisis effects them -- like a fire or pipe burst -- so that they may take the necessary precautions.

MASSAGE: This massage spa is Salon Envy's other neighbor. Like Pizziz's Pizza, they will need to be notified of any crisis that directly or indirectly effects them.

Crisis Team Members

1. Amy Sanders
(405) 309-4059
asanders@cox.net

2. Becky Griffin
(405) 740-3960
becky.jackers23@gmail.com

3. Samantha Wilson
(405) 684-7167
sjw08@sbcglobal.net

4. Mark Muses
(405) 740-3960
mark.muses@allstate.com

5. John Reid
(405) 789-2323
john.reid@bethanypolice.org

6. Patrick Griffin
(405) 495-4247
pgriffin12@cox.net

7. Laurie Wilson
(405) 720-2505
laurie-w@gmail.com

8. Rick Green
(405) 475-3360
rmgreen@opubco.com

Fire

Fires often occur as a result of faulty wiring or as a result of leaving a hair styling device plugged in for too long. Salon Envy uses curling and flat irons, as well as blow dryers and other styling devices for clients' hair. If left on and not used, these products may start a fire. Faulty or outdated wiring can remain unknown and will not cause problems until years later. Salon Envy is located next to a pizzeria, so a fire could spread from there as well.

If the fire is minimal, it may be possible to put it out by using baking soda or water. If the fire becomes out of control everyone must evacuate the salon and go to the church across the street. 911 will need to be called immediately after the clients and employees are a safe distance away from the fire. If the fire gets out of control, everyone should go to Wiley Post Airport for safety until someone can pick them up to take them home.

Allstate Insurance will need to be called to explain the situation and so someone can come out and assess the damage. Furthermore, the owners of the pizzeria and massage health spa will need to be notified of the fire, so they may get out of the building and protect their clients. If phone lines are not working, go into these stores to tell the employees what that there is a fire.

Key Messages:

1. Everyone got out of the building safely and that's all that matters.
2. We're very lucky that there's not too much damage done and that no one was seriously injured.
3. Salon Envy hopes to re-open in a few weeks and will continue to provide excellent service, despite the circumstances.

Severe Weather/Tornado Warning

Severe weather and tornadoes occur throughout the year in Oklahoma. Because of the amount of clients Salon Envy serves per day, as well as the number of employees who work there, it is important to have somewhere safe to go in the event of a tornado.

All staff present at the time will have to escort their clients to safety. The owner, Amy Sanders, will make sure everyone gets to the safe area in a timely manner while remaining calm. Should Amy not be present at the time, Becky Griffin will be in charge of making sure both employees and clients get to the safe area and remain there until the sirens go off or are otherwise notified.

In the event of a tornado, Salon Envy employees and clients should go to the church across the street. There is a basement located in this church for protection. If there is not enough time to get to the church or if conditions have worsened, stay at the salon and take cover in the break room because there are no windows and no outside doors connected to it.

Should a storm or tornado cause damage to the salon, Allstate Insurance should be notified of what has happened. Furthermore, if the salon has lost power OG&E should be contacted so they are aware that the power lines are down in the area. Clients will be contacted by their own stylists to know if there are any problems with the salon or upcoming appointments for the next few days. If clients can't be reached by phone, stylists will have to use Facebook, Twitter or e-mail to contact them.

Key Messages

1. We are very fortunate that the building was the only thing damaged.
2. Salon Envy made sure its employees and clients took the necessary precautions during the threat of severe weather.
3. The tornado did not cause any damage to the salon, and clients were taken to safety before the tornado sirens went off.

Pipe Burst

Salon Envy is located in a plaza connecting it to other shops. The pipes are connected throughout the building and it is possible a pipe burst may occur either at the salon itself or in one of the shops located next door. Pipe bursts can lead to floods and other problems and are often unexpected.

If a pipe burst causes minimal harm, close the room it is in until a plumber can arrive. In the event of a serious pipe burst that causes a flood, employees and clients should go out to the parking lot until the problem is fixed. If the problem is not fixed within half an hour, clients who have not been serviced can be set home. If a client is getting their hair colored, remove the foil and tell him or her to go home and wash it off at home, and will be compensated for their time.

If there is any damage done to the salon, Allstate Insurance will need to be contacted. A plumber must also be contacted to fix the problem. All stylists will be in charge of contacting any clients if the salon needs to be closed down for the day.

Key Messages

1. Salon Envy is currently closed due to having difficulties during to a pipe burst. We hope to have the problem fixed and be back to making you feel beautiful soon.
2. The pipe burst does not affect the salon too much. We have the situation handled and will continue to provide our services today.
3. A plumber is currently working on fixing the broken pipe. The salon will remain open for the remainder of the day.

Power Outage

Power outages can occur due to fallen or broken power lines or as a result of a failed transmitter. Power outages can happen at any time, particularly during severe weather, and the salon must be prepared to deal with them. Working in the dark makes it harder for stylists to be able to see precisely what they are doing. Each stylist should have a flashlight at their station so they may see their client's hair.

OG&E will need to be contacted as soon as possible so that power may be restored to the salon. If Amy Sanders is not at the salon during this time, someone will need to get in touch with her to inform her about the power outage.

All stylists should stay at the salon and take care of their clients. For instance, if a client is getting his or her hair colored, the employee should go ahead and wash the color out. If a stylist is in the middle of coloring or cutting a client's hair move to the closest window for light in order to finish the job. If clients are able to wait until power is restored, then none of the above would apply.

Key Messages

1. The power outage today did cause us some trouble, but all clients left feeling beautiful as always.
2. We are currently closed due to a power outage. We hope to have the salon back up and running within the next few hours. Appointments will be rescheduled as necessary.
3. We may have lost power, but we didn't lose our abilities to make you feel beautiful.

Burglary/Robbery

Although Salon Envy is located in a safe neighborhood, a robbery is still a possibility. Salon Envy has a wide development of products, as well as money kept there, that run the risk of being stolen. To prevent this crisis, a security system should be put in place.

The Bethany Police Department will need to be called to investigate the matter. Allstate insurance will need to be contacted concerning any loss items of value.

All employees should be told to go home for the day and reschedule any appointments for later in the week. Should a robbery occur during salon hours, clients should be taken out the backdoor if possible or in the break room until police arrive. If this is not possible, someone will need to call 911 immediately.

Key Messages

1. A burglary occurred last night at the salon. We will be closed for the day, but will re-open tomorrow. Your stylist will call you to reschedule an appointment.
2. We have contacted the police and they are working on catching the thief. Until then, we will continue to serve the beauty needs of our clients.
3. Our security system has been upgraded, and the necessary measures have been taken. We hope to avoid another instance like this in the future.

Suspicious Person

Salon Envy once dealt with a suspicious person lurking outside the building. The salon is located in a safe area, but there is still always a chance someone of a disputable reputation could end up in the plaza. If the person remains for a long period of time without a reason, then action needs to be taken.

The Bethany Police will need to be called should a suspicious person lurking around the area. They will know how to handle this situation better than employees or clients.

Employees and clients should remain in the salon for safety reasons. The door should be locked unless clients are coming into the salon until police arrive. Should the person in question enter the salon before the police arrive, stall them for as long as possible while rushing clients out of the back door of the salon or into the break room. Do not engage in violent behavior with the person in question unless absolutely necessary.

Key Messages

1. Police have taken care of the problem, and the salon is now safe again.
2. When an event like this occurs, we care more about our clients' safety than their beauty needs.
3. Precautions were taken today for our clients and employees. The situation has been handled. We hope to avoid a problem like this in the future.

Unsatisfied Client

Salon Envy provides a variety of different beauty services to clients on a daily basis. However, not every client will be satisfied with the services they received. Because of this some clients may have angry or violent reactions towards the employee who serviced them.

Should the client refuse to leave the Bethany Police Department will need to be called so they can help solve the situation and provide assistance to the staff. If the situation gets out of hand, 911 will need to be dialed immediately.

All clients and employees should remain where they at their stations or seating areas. If the situation gets out of control, move clients to the break room so they can remain safe. Keep calm while dealing with the client, even if they continue to berate you.

Key Messages

1. I'm sorry you're not happy with your service. Is there anything I can do to fix the problem and make you happy?
2. It was not my intention to have you feel unsatisfied. Please give me the opportunity to find a solution to the problem.
3. I'm sorry you're hair did not turn out the way you expected it. Please give me or another stylist a chance to fix it, or I can consult with the owner to find another solution to the problem.

Angry Employee

Employees can become unsatisfied with their jobs due to a variety of different reasons. They may have personal problems in their life or they may be unsatisfied with their current state. If an employee becomes outraged at clients or other employees, action will need to be taken so the reputation of the salon will not be damaged.

All problems with employees should be dealt with in the break room or in the main office. This will keep the employee from causing a scene and will let clients continue to enjoy getting their hair styled. If possible, wait until after the salon closes to deal with the problem.

Key Messages

1. Can you please calm down and explain what's wrong to me.
2. I'm sorry you're upset about something. Take a ten minute break to calm down.
3. Please tell me what's wrong, so I can help fix the situation.

Delayed Shipment of Products

Salon Envy sells Redkin and Tigi products shipped from State Beauty Supply in Oklahoma City. Salon Envy usually orders these products on a monthly basis to serve their clients' hair needs. A delay in these products could leave clients feeling unsatisfied as they will not be able to keep their hair looking the way the stylists did it.

State Beauty Supply will need to be contacted if Salon Envy does not receive a shipment on time or at all.

Key Messages

1. We don't currently have that product, but will in a few days. If you'd like, I can call you when we get the shipment and set aside a bottle for you to pick up.
2. Our shipment of products has been delayed. You can find these products at (insert name of store or other salon here).
3. Unfortunately, we are all out of Redkin and Tigi products at this time. You can try these other products (insert names here), which will give you the same results and can be bought at almost any store.

Overbooking Clients

Salon Envy makes the majority of its money from new and returning clients. Each employee keeps track of their own schedule. The downside to this is sometimes mistakes may be made on accident and the employee overbooks their clients for the day.

Each member of Salon Envy should be in charge of taking care of their own clients if they overbook. This will allow for others to continue to manage their own schedules and service their clients while the problem is solved.

If clients can't be reached by phone before they arrive to the salon, they will need to talk to their stylist in the waiting area or at the stylist's station about the overbooking. The stylist should make sure other clients don't overhear and that the conversation remain private.

Key Messages

1. I accidentally overbooked for the day. What time works best for you so we can reschedule?
2. I need to reschedule our appointment. I'm very sorry you came all the way here, and I promise I will give you a discount on your next hair appointment.
3. Unfortunately, I didn't leave enough time for your appointment. We can reschedule for another day or I can see if another stylist is available right now to do your hair.

Press Release

Salon Envy
5007 N. Rockwell Ave.
Bethany, OK 73008
(405) 491-4949

PRESS RELEASE

For more
information contact,
Amy Sanders
(405) 309-4059
asanders24@cox.net

For Immediate Release
May 1, 2012

Salon Envy will Re-Open on May 3

BETHANY, OK -- Salon Envy has been closed due to fire damage caused by faulty wiring. The salon will be re-opening on May 3 with a celebration that includes all services being 20 percent off the original price.

"I love that we're able to reopen so soon. I love being a stylist," said Becky Griffin, an employee of eight years at Salon Envy.

Salon Envy opened in 2004 and has since been catering to the beauty needs of its clients. The re-opening will re-establish relationships with new customers as well as inform returning customers that the salon is back in business.

For more information on Salon Envy's re-opening, please contact Amy Sanders at (405) 309-4059 or visit www.salonenvy.com to learn more about the event.

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Fact Sheet

Salon Envy
5007 N. Rockwell Ave.
Bethany, OK 73008
(405) 491-4949

FACT SHEET

For more information
Contact,
Amy Sanders
(405) 309-4059
asanders24@cox.net

For Immediate Release
May 1, 2012

Salon Envy to Host Grand Re-opening

What: Salon Envy will be hosting a re-opening of the salon. To celebrate, all services are discounted and there will be a drawing for someone to win a flat iron. The store opens at 9 a.m. and will close at 6 p.m.

Who: The staff at Salon Envy will be providing their services all day at 20 percent off the original price. These service include a haircut, color and styling. Salon Envy opened in 2004 to serve the beauty needs of Bethany and Oklahoma City.

Where: Salon Envy is located in Bethany, Okla.

When: The re-opening will take place on May 4 from 9 a.m. until 6 p.m.

Why: Salon Envy was recently closed down due to fire damage caused by faulty wiring. We promise this will be a great way to celebrate our return to the beauty world!

-Amy Sanders, Owner
Salon Envy

Backgrounder

Salon Envy
5007 N. Rockwell Ave.
Bethany, OK 73008
(405) 491-4949

BACKGROUNDER

For more information
Contact,
Amy Sanders
(405) 309-4059
asanders24@cox.net

For Immediate Release
May 1, 2012

Salon Envy

Amy Sanders first opened Salon Envy in 2004. Ever since then, Salon Envy has been serving the beauty needs of women in Bethany and nearby Oklahoma City.

Salon Envy will be celebrating it's re-opening on May 3 after a fire caused damage to the salon. For one day, all services and hair products will be held at a discounted price. There will be a drawing at the event to win a free flat iron from State Beauty Supply. There will also be cookie cake and lemonade for guests.

Salon Envy will be opened from 9 a.m. to 6 p.m. on the day of the re-opening. The drawing for the free flat iron will be at 4 p.m. The winner will receive a telephone call if they are not present to receive it.

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Tips for Talking to the Press

1. Be honest about the crisis situation, even if it means danger to the salon's reputation.
2. Explain how the situation was handled in a professional manner.
3. Focus on one main message point to express multiple times during the interview.
4. Ask for clarification if the question is not understood.
5. Be prepared ahead of time to answer tough questions.
6. Don't speak aggressively if the reporter offends you. Remain calm and collected at all times, even if you disagree with something the reporter says.
7. Never answer, "no comment" for any question. This makes people think there is something to hide.
8. Try to do research ahead of time on the reporter and what kind of stories he or she writes or reports.
9. Go over possible questions the reporter might ask, as well as possible answers to say to the reporter.
10. Be respectful to the reporter, even if he or she treats you in an unpleasant manner.