

COMMUNICATIONS PORTFOLIO

Crisis Communications Portfolio

Executive Response, Public Statements & Stakeholder Messaging

01 Research Situation analysis	02 Strategy Stakeholder response	03 Execution Executive-ready writing
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Prepared by

Bisetsa Bienvenu

Writing samples reframed as professional case studies for communications, PR, marketing, and corporate affairs roles.



Portfolio Map

This document is organized like a consulting deliverable: the business issue first, the analysis second, then recommendations and supporting writing samples.

01 Executive Summary
A crisis response portfolio built from the GreenSweep Riverbend facility incident.

02 Crisis Assessment
Initial facts, key risks, stakeholder concerns, and first 24-hour priorities.

03 Message Architecture
Holding statement, public statement, and stakeholder messaging.

04 Action Plan
Operational and communication priorities.

05 Appendices
Original crisis response packet.

Executive Summary

Objective

Develop a crisis response plan for a simulated chemical leak at the GreenSweep Riverbend facility, including initial messaging, public response, stakeholder communication, and immediate action priorities.

My Role

- Crisis communication planning
- Executive briefing development
- Public statement writing
- Stakeholder communication
- Risk identification
- First 24-hour response planning

Outcome

Produced a concise crisis response package designed to help leadership communicate quickly, acknowledge uncertainty, prioritize safety, and begin rebuilding trust with the community.

SECTION

Crisis Assessment

The first step is separating known facts from risk and uncertainty.

Known Situation

GreenSweep was alerted to a chemical leak near its Riverbend manufacturing facility after reports of discolored water and a strong chemical odor in a nearby creek. Internal operations identified a malfunction in a wastewater containment unit, and the leak was later contained. The incident created potential environmental, health, legal, operational, and reputational risk.

Key Risks

- Public health concerns and community anxiety.
- Environmental damage and regulatory scrutiny.
- Loss of trust due to delayed maintenance claims.
- Media amplification through videos, photos, and employee leaks.
- Leadership credibility concerns because the CEO was unavailable to speak immediately.

Priority Stakeholders

Recommendation	Action	Expected Impact
Residents	Provide safety guidance, updates, and support resources.	Reduces fear and shows community-first response.
Employees	Clarify facts, reporting expectations, and safety procedures.	Prevents rumor spread and supports internal alignment.
Media	Provide verified information and regular updates.	Protects accuracy and reduces narrative drift.
Regulators	Share known facts and cooperation plan.	Signals accountability and compliance.
Local leaders	Coordinate community support and next steps.	Builds credibility through trusted messengers.

SECTION

Message Architecture

A crisis message must be fast, accurate, accountable, and human.

Holding Statement

GreenSweep is aware of a reported chemical leak near the Riverbend facility and is working with internal teams and local authorities to assess the situation. The leak has been contained, and community safety is the company's immediate priority. GreenSweep will provide updates as verified information becomes available.

Public Statement Framework

- Acknowledge the incident and what is currently known.
- State that the leak was contained and investigation is underway.
- Recognize community concern and the five individuals who sought medical attention.
- Commit to cooperation with authorities, support for affected residents, and corrective action.
- Avoid overpromising before facts are confirmed.

Stakeholder Message

The stakeholder message should be direct and factual: GreenSweep received reports of a potential leak, confirmed a wastewater containment malfunction, contained the leak, and is assessing the duration and impact. Because the cause of medical symptoms has not been officially confirmed, communication should express concern without making unsupported claims.

SECTION

Action Plan

The first 12 to 24 hours determine credibility.

Immediate Priorities

Recommendation	Action	Expected Impact
Safety and containment	Verify containment, conduct environmental testing, and coordinate with public health officials.	Protects residents and establishes operational control.
Verified updates	Release a holding statement and schedule regular updates as facts are confirmed.	Prevents misinformation and shows transparency.
Community support	Offer a support line and medical-cost review process for affected residents.	Shows care while preserving factual accuracy.
Internal audit	Review maintenance records and address delayed repairs.	Demonstrates accountability and prevention.
Leadership presence	Use a trusted spokesperson if the CEO is unavailable.	Maintains credibility during the response window.

Employer-Facing Value

This portfolio section demonstrates practical crisis writing: fast messaging, stakeholder-specific communication, executive briefing, and first-day response planning. It is useful for public relations, communications, community relations, and corporate affairs roles.



SECTION

Original Supporting Work

The following pages preserve the original uploaded writing samples as appendices.

Appendix Index

Appendix A - Crisis Response Submission Packet.pdf

Original PDFs are attached after this divider to preserve the source work while giving employers a polished case study first.

ORIGINAL SUPPORTING WORK

Appendix A

Crisis Response Submission Packet.pdf

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Crisis Response Briefing Memorandum

Riverbend Facility Incident

To: Executive Leadership Team

From: Crisis Communication Team

Date: 03.24.2026

Subject: Initial Communication Strategy and Response Plan

Executive Summary

Provide a concise overview of the situation and key risks (3–4 sentences).

At approximately 7:15 a.m., GreenSweep was alerted to a chemical leak at its Riverbend location after reports of discolored water and a strong chemical odor in a nearby creek. By 8:10, this issue was discovered to have been caused by a malfunction in a wastewater containment unit and has since been contained. The following are key risks we have identified: environmental damage, public health risks, potential for fatalities, and infrastructure damage. Five individuals have sought medical attention, yet no official cause has been identified. An internal email circulating gives the impression that the unit had been flagged for maintenance a month ago. Additionally, an anonymous employee has provided proof that maintenance was delayed due to production pressures. With our CEO unable to make a statement at this time, a trusted community member will speak on behalf of GreenSweep.

1. Initial Holding Statement

(For Immediate Release – Social Media / Media Response)

3–4 sentences acknowledging the situation while information is developing.

This morning our company was made aware of a chemical leak that occurred near GreenSweep Industries' Riverbend manufacturing plant. As this situation is developing, we have made it our top priority to assess our plant as we are committed to keeping our community members safe. Our mission has always been rooted in sustainability and environmentally conscious practices. We will continue to closely monitor the situation and provide further information to keep our communities safe.

2. Public Statement

(Press Release / Website / Media Distribution)

5–7 sentences explaining what is known, what is being done, and how the organization is responding.

As of 7:15 a.m., a chemical leak occurred at one of our facilities. We are currently leading investigating to learn more information surrounding the leak. At 8:10 a.m. our internal operations team confirmed a malfunction in the wastewater containment unit, occurring overnight. We are aware of the concerning videos and photos relating to the incident circulating online, and we want to assure you that we are investigating its legitimacy. We sympathize with people who might be affected by this event. We were also aware of the five people who sought medical

attention and seeking more information regarding its relation to the Riverbend leak. We apologize and take accountability of the situation that happened and are offering compensation and support to those affected. We take full accountability and are committed to paying for the damages that have been caused by this accidental situation. We are working closely with the police and community leaders on how we can set safety guard rails so this situation can ever happen again. Even with event occurring we are still communized as #4verGreenplanet. We are working with non-profit organizations on how we can serve the future community better. We are committed to a safer environment where our future and kids can flourish. We are committed to pledging continuous support for families and communities. We also guarantee you that we will not be making any layoffs but instead hiring more people and creating more jobs for the people so we can never repeat this situation again.

3. Stakeholder Communication

Audience:

3–5 sentences tailored to a priority audience/stakeholder

At 7:15 this morning, GreenSweep received information that there had been reports of a potential chemical leak near GreenSweep Industries' Riverbend manufacturing facility. At 8:10, our internal operations team confirmed a malfunction in a wastewater containment unit last night. The duration of the discharge remains unknown at this time; however, the leak has since been contained. A hospital confirmed that five individuals sought medical attention after being in the affected area, yet there has been no confirmed cause.

4. Immediate Actions (Next 12–24 Hours)

List three specific actions (operational and/or communication) the organization will take.

1. Repair current/past neglected issues as well as other maintenance ASAP to avoid another spill.
2. Release a public statement.
3. Pay medical bills for the affected residents/ pledge money to the city.

Strategic Considerations

Briefly note key constraints or tensions shaping your response (2–3 bullets).

- In not knowing the full context, predicting how to shift tactics gave a bit of confusion on a clear strategy.
- How to form statements with evolving information without dismissing prior information.
- Deciding how to mirror a company's ethics and values through crisis communication.

Closing Note

1–2 sentences reinforcing approach and commitment to updates.

Community, we deeply apologize for the confusion, emotional and physical pain, and environmental damage our negligence has caused. Through conducting a formal investigation, GreenSweep is committed to repairing the damages occurring in our community as well as compensating those affected.