

Option 3 | Sandy Pipescale Crisis Response Plan

- Establish a core hierarchy structure on who will make the final decisions on what will be released on behalf of the team. (This should probably not be Sandy Pipescale themselves, but rather a senior communications executive or the PR director themselves)
- While the incident did happen, the narrative released by the campaign should not go into specifics, and should be kept vague.
- While legal counsel should be notified, this incident shouldn't necessarily be delegated to them to take charge of. However, they should still be notified and have a say in the statement so the campaign doesn't make itself liable to any statements or actions.
- The initial message should be directly targeted at a certain group (i.e. constituents of the Representative, specifically with a family-oriented message.) The message should not be focused on the media and outside groups, but rather the voters as they will determine her future as their representative directly.
- The messaging should not be cold and formal, but rather informal and warm. The objective is for Rep. Sandy Pipescale to seem like a "family" politician, and, despite alleged incidents, she is determined to be the best parent possible.
- Do not engage outside of the specific comment that the team provides. Despite wanting to tell outsiders not to be concerned about social media comments, it is in the best interest to be centralized.

Initial Public Statement

Representative Sandy Pipescale takes claims about child welfare extremely seriously and upholds the belief that all children should feel safe at all times. She is committed to being the best parent possible for her children. Rep. Pipescale is actively working to address this situation clearly and openly, and is thankful to her community for their patience and support at this time.