

A top-down view of several dark brown coffee beans scattered across a light beige background. The beans are in various orientations, some whole and some broken into smaller pieces. A white rectangular border frames the central text.

# ASPEN COFFEE CRISIS COMMUNICATION PLAN

OKLAHOMA STATE UNIVERSITY  
GROUP SIENNA  
KAITIE WALTERS, JILLIAN DONLEY, ABBY CAGE

# TABLE OF CONTENTS

**BACKGROUND 2**

**KEY PUBLICS 3**

**EMERGENCY CONTACTS 4**

**MEDIA CONTACTS 5**

**CONTROL CENTER & CRISIS TEAM 6**

***NATURAL DISASTERS 7***

**TORNADO 8**

**FIRE 10**

**EARTHQUAKE 12**

**ICE & SNOW 14**

**NEWS RELEASE TEMPLATE 16**

***WORKPLACE ISSUES 17***

**SEXUAL HARRASSMENT 18**

**POWER OUTAGE/BROKEN MACHINERY 20**

**IRATE CUSTOMERS 22**

**NEWS RELEASE TEMPLATE 24**

***HEALTH & SAFETY 25***

**FOOD POISONING 26**

**HEALTH CODE VIOLATIONS 28**

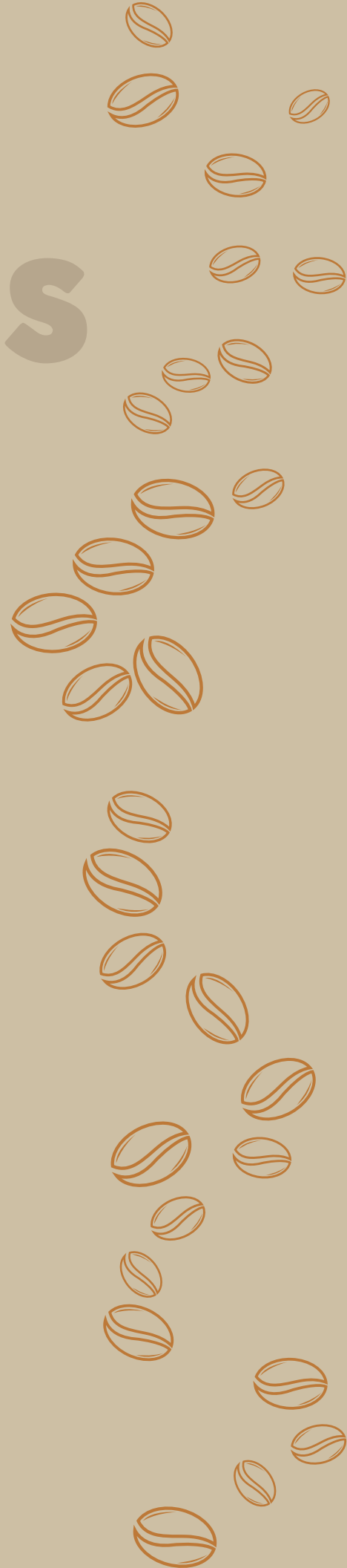
**CUSTOMER OR EMPLOYEE INJURY 30**

**NEWS RELEASE TEMPLATE 32**

***SUPPLY SHORTAGES 33***

**NEWS RELEASE TEMPLATE 36**

**ADDITIONAL QUESTIONS 37**



# BACKGROUND

Aspen Coffee Company was founded in 1994 in Stillwater, Oklahoma. Baristas have been hand-crafting drinks with La Marzocco espresso machines since the beginning, and Aspen has vowed never to go to automatic appliances. Instead, all the coffee is locally roasted and made to order at the cafes. Aspen selects the best beans from the start of the process to give the best final product to each customer. Each batch is a small batch of micro brewed in Stillwater.

Aspen offers a variety of different coffee drinks, as well as teas, smoothies, Italian sodas, pastries and more. This crisis plan is specifically for Aspen Lakeview, but can easily be adapted to other locations in Stillwater, especially since the crisis team is made up of all three local owners.

## MISSION STATEMENT

Make great coffee and love the people

## PURPOSE

A crisis communication plan is essential for any organization during a crisis. Crises are unplanned but often predictable events. This plan allows Aspen a step-by-step guide for handling and minimizing a crisis to protect the organization.

The following details include message templates, contact information for media, and emergency plans for various crises.



# KEY PUBLICS

## KEY STATEMENT

Identifying key publics helps spread the word about news within an organization more easily within the surrounding community. While most of these audiences will receive communications via the same notification method, it is still essential to identify the most suitable strategies for each audience so they are reached quickly in a crisis.

Our key statements are the messages we will send an audience containing all the most relevant information they need to know. Rather than stating the statistics or facts of a crisis, our key statement will focus on our responsibility and role in the crisis. Key statements will be consistent across communication platforms and for any interviews resulting from a crisis. A spokesperson from within the company will be selected to deliver the key statement and other messages during a crisis.

## KEY PUBLICS AND MESSAGING STRATEGIES

### CUSTOMERS

All customers will be notified primarily by announcements posted outside each location and by posts on Instagram, Facebook or Twitter.

### EMPLOYEES

All employees will receive announcements and notifications via text and email or face-to-face.

### STILLWATER

The Stillwater community will be notified via announcements posted on the door of the shop, press releases posted online or electronic notifications through Facebook, Twitter and Instagram.

### MEDIA

The media may have access to announcements on social media platforms but will only be notified by Aspen specifically through news releases.

### LAW ENFORCEMENT/FIRST RESPONDERS

All members of law enforcement as well as first responders can expect to communicate by phone or email.

# EMERGENCY CONTACTS



In the event of an emergency, 911 should be called. Some situations can have more direct contacts than 911 can offer. Those are listed here.

## **STILLWATER MEDICAL CENTER**

(405) 987-4003

1323 W 6th Ave, Stillwater, OK 74074

Emergency room is located on the far west side of the hospital

## **STILLWATER POLICE DEPARTMENT**

(405) 372-4171

723 S Lewis St, Stillwater, OK 74076

Chief of Police - Brian Mueller

## **STILLWATER FIRE DEPARTMENT - STATION #3**

(405) 372-1505

416 E. Lakeview Road, Stillwater, OK, 74074

## **OKLAHOMA POISON CONTROL**

(800) 222-1222

940 NE 13th St, Oklahoma City, OK, 73104

## **LIFENET EMERGENCY MEDICAL SERVICES**

(405) 707-0007

2201 N Boomer Road, Stillwater, OK 74075

## **CITY OF STILLWATER**

(405) 372-0025

123 S Lewis St, Stillwater, OK 74074

# MEDIA CONTACTS

## **STILLWATER NEWS PRESS**

(405) 372-5000  
211 W 9th Ave, Stillwater, OK 74074  
editor@stwnewspress.com - Beau Simmons (editor)

## **THE O'COLLY MEDIA GROUP**

(405) 744-6363  
108 Paul Miller, Stillwater, OK 74078  
editorinchief@ocolly.com - Adam Engel

## **KOSU - STILLWATER**

(855) 808-5678  
303 Paul Miller, Stillwater, OK, 74078

## **THE OKLAHOMAN**

(877) 987-2737  
100 W. Main St. Suite 200, Oklahoma City, OK, 73102  
rsharp@oklahoman.com - Ryan Sharp (News Director)

## **THE TULSA WORLD**

(918) 582-0921  
315 S. Boulder Ave, Tulsa, OK 74103  
jason.collington@tulsaworld.com - Jason Collington (editor)

## **CHANNEL 4 - KFOR**

(405) 424-4444  
444 E. Britton Road, Oklahoma City, OK 73114  
4@kfor.com - News Department

## **CHANNEL 5 - KOCO**

(405) 478-3000  
1300 E. Britton Road, Oklahoma City, OK 73131  
newstips@koco.com

## **CHANNEL 6 - KOTV**

(918) 732-6000  
303 N Boston Ave, Tulsa, OK 74103

## **CHANNEL 9 - KWTV**

(405) 841-9956  
100 W. Main St. Suite 100, Oklahoma City, OK 73102

# CONTROL CENTER & CRISIS TEAM

A central meeting place allows accessible communication and discussion amid a crisis. The control center will be located at Aspen Lakeview in the back offices. If the offices are unavailable, the main cafe area will be used. If the building is inaccessible, one of the other Aspen locations will be utilized, such as the downtown or Fountain Square.

The crisis team will be the only ones initiating contact with key publics. The crisis team is led by the owner of Aspen Lakeview, Matt Johnston. If you have any questions or concerns, you should be directed to Matt unless you say otherwise.

## *CONTROL CENTER ASPEN LAKEVIEW*

1908 N Perkins Road, Stillwater,  
OK 74075

## *BACK UP CONTROL CENTERS*

### *Aspen Downtown*

111 W 7th Ave, Stillwater, OK  
74074

### *Aspen Fountain Square*

1323 S Western Road, Stillwater,  
OK 74074

## *CRISIS TEAM CONTACT INFO*

Matt Johnston - (405) 880-5484  
aspenmatt@gmail.com  
Spokesperson

Kelly Lyda - (405) 377-5282  
aspenkelly@gmail.com

Jeremy Bale - (405) 372-2500  
jeremybale@gmail.com



# CRISES

## NATURAL DISASTERS





# TORNADO

Being a local Oklahoma business, tornadoes are a real threat, especially in the spring. There is no a procedure for taking shelter at the shop, however, employees will be released from their shift in the event of increasing severe weather.

If the store is damaged during a tornado, operations will cease, and employees will be paid for the remaining shifts scheduled for them until the store is open again.

## PROCEDURE

If severe weather, such as thunderstorms or tornadoes, is imminent, employees are advised to contact the manager, Matt, for further instruction. He will then monitor the situation, keep track of the weather, and decide on an as-needed basis whether or not to send employees home. The same protocol is followed at all Stillwater locations. If they are sent home, it is at the discretion of the employee to choose a safe or designated space to take shelter. Employees should only take shelter at the store if all other options have been exhausted. Employees are also advised to take care of themselves and not worry about the store in the event of extreme natural disasters.

Customers are responsible for themselves in the event of severe weather. They are welcome to take shelter at Aspen if they feel that is best, but should be advised to take shelter elsewhere. After they have been notified, employees should do what they feel is best for their own safety.

If the shop is damaged in a tornado, damage will be assessed to determine if it is safe to continue operations. If there is a need to close the store for any amount of time, a news release and social media message will be made public within one full business day of the storm. Signs will be posted if able at the shop to alert any customers who may miss online messages. All shifts that are already scheduled will still be paid to employees.

Social media statements should only be made in the event of closure of Aspen due to storm damage or inclement weather. News releases should only be made in the event of severe damage to the shop resulting in a prolonged closure.



# TORNADO (CONTINUED)

## KEY STATEMENTS

"Thanks to the quick actions of our staff and managers, we avoided any injuries or damages in last night's tornado. We thank you for your continued support and hope to see you when we reopen for normal business hours tomorrow."

"While we were fortunate that the Lakeview shop sustained only minor damages, our thoughts, and prayers are with those affected."

"Thanks to the proactive steps taken by employees and management, we could properly evacuate the recent tornado, and no one was harmed. However, the Lakeview location will cease operation indefinitely until damages are assessed, and proper repairs can be made."

## SOCIAL MEDIA MESSAGES



"Our locations did not sustain any major damages in last night's storm and we will reopen for business tomorrow. Thank you for your continued support! #StillwaterStrong"



"This evening the National Weather Service has issued a tornado watch in effect until 10:00 p.m. All locations will remain open for normal hours until further notice as managers continue to monitor the situation."



"Thanks to the quick actions taken by staff and management last night, our Lakeview location was able to sustain only minor damages in last night's tornado. Our thoughts and prayers are with all those affected as we continue to repair and rebuild with you. "

# FIRE

Numerous things could start a fire, and precautions are taken daily to ensure minimal fire risk. Fire extinguishers are readily accessible by the cash register, the back meeting room, and the kitchen area. All ovens, lights, and other machinery should be turned off when Aspen is unoccupied and unused during operating hours.

## PROCEDURE

If a small and controlled fire breaks out, all nearby customers should be alerted to move to the other side of the store until the fire is extinguished. If the fire is too big to handle with the fire extinguishers in the shop, all customers and employees should evacuate and alert the shops neighboring Aspen Lakeview to evacuate as well. The emergency contact line, 911, should be called immediately. Employees should wait at the opposite end of the parking lot for Matt Johnston to arrive and release them if he still needs to be present. All customers should be encouraged to go home if it is safe to get to their cars. Stillwater Fire will take over the scene upon arrival and give any updates to Matt or other employees there.

If Aspen Lakeview is too damaged to open after a fire, a news release should be sent out, and social media messages on all platforms. I would like to include details, including how long repairs or closure will take. Additionally, any injuries resulting from the fire should be noted, but no names of those affected.

## KEY STATEMENTS

"A small fire occurred at Aspen on Lakeview today, but thanks to the quick actions of our employees, no one was harmed."

"A large fire broke out in a neighboring business that spread to the Aspen coffee on Lakeview this afternoon. Evacuation protocol was followed and no injuries were sustained."

"Thanks to the proactive steps taken by employees and management, we were able to properly evacuate the recent wildfire and no one was harmed. The Lakeview location will cease operation indefinitely until damages are assessed and proper repairs can be made."



# FIRE (CONTINUED)

## SOCIAL MEDIA MESSAGES



"Thankfully, there was minimal damage to all Aspen locations as a result of yesterday's large scale wildfire. Our thoughts and prayers are with those affected by this untimely event."



"Thanks to the quick actions taken by staff and management last night, our Lakeview location sustained only minor damages in last night's electrical fire. We only ask everyone to be patient with us as we continue to repair and rebuild for you, and we will resume business as soon as possible."

# EARTHQUAKE

While damaging earthquakes are uncommon in Oklahoma, there is still a small risk of it affecting operations at Aspen Lakeview. The building is up to code standards and should not be affected structurally by any earthquakes that could occur locally.

## PROCEDURE

If an earthquake occurs, pause all coffee and food making and wait for tremors to stop. If the quakes are large enough to move objects out of their place and possibly hit someone, customers, and employees should duck under a table or counter to protect their heads.

If you have significant tremors, please check all water pipes and gas lines to ensure no damages were incurred. If any lines are damaged, the appropriate companies should be called to fix the damages immediately. If the water is cut off for some time due to injury, customers and employees should all be sent home.

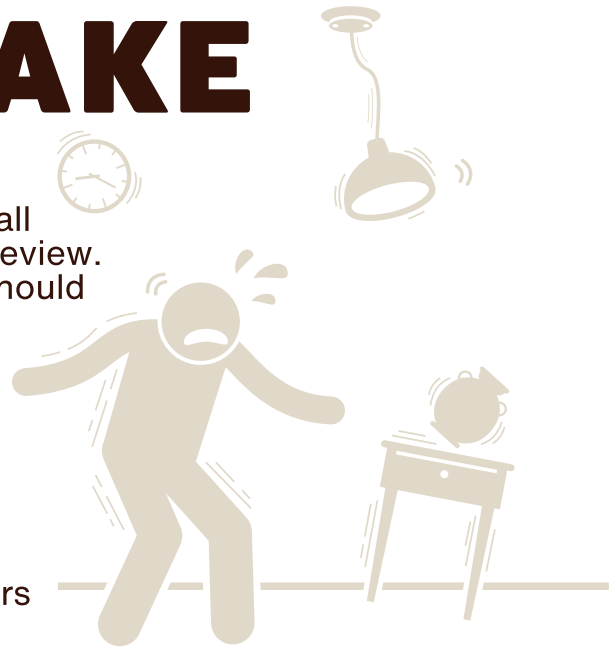
Typically the only messages that will go out will include well wishes to the community. If damages affect operations, messages should go out on social media. News releases are only necessary for if the building is severely damaged because of the tremors.

## KEY STATEMENTS

"A small earthquake occurred at Aspen on Lakeview today, but thanks to the quick actions of our employees, no one was harmed and minimal damages were sustained."

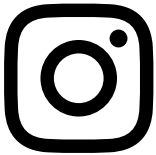
"A large earthquake occurred in Stillwater yesterday impacting all citizens. Multiple buildings nearby sustained severe structural damage, causing the Lakeview location to close temporarily. Thankfully, evacuation protocol was followed and no injuries were sustained. Business will resume as normal tomorrow."

"A large earthquake occurred in Stillwater yesterday impacting all citizens in the area. Unfortunately, one employee sustained injuries and we ask that you keep them in your prayers."



# EARTHQUAKE (CONTINUED)

## SOCIAL MEDIA MESSAGES



"Thankfully, there was minimal damage to all Aspen locations as a result of yesterday's earthquake. Structural engineers have cleared our buildings for use and all locations will resume business tomorrow."



"Aspen Coffee's Lakeview location will be closing temporarily due to damaged equipment as a result of yesterday's earthquake. We will reopen as soon as the equipment is replaced and will post more details soon."

# ICE & SNOW

Ice and snow create many hazards, including power outages, frozen pipes and slick roads. This severe cold weather is typical in Oklahoma from winter to late spring, usually ending in March.



## PROCEDURE

Suppose severe cold weather, such as a winter weather advisory with conditions including but not limited to snow or heavy snow, sleet, hail or freezing rain are imminent. In that case, employees are advised to contact the manager, Matt, for further instruction. As with other weather emergencies, Matt will monitor the situation to keep track of weather updates and make store operation decisions as needed. All other Aspen locations follow the same protocol in Stillwater.

Suppose severe winter weather creates potential vehicle hazards, or an employee's vehicle is unsafe for operation in cold weather conditions. In that case, the general manager, Matt, will provide transportation to and from work at the Lakeview location in a vehicle appropriately outfitted for winter storms.

Unless power outages occur or the National Weather Services specifically recommend closures, locations will remain open to serve the public. Customers are responsible for themselves in severe weather and are advised to take precautions when traveling during highly icy conditions. However, closures will only go into effect if necessary to maintain the public's safety or if the location can no longer serve customers appropriately.

If the shop is damaged significantly by the snow or ice, the damage will be assessed to determine if it is safe to continue operations. If there is a need to close the store for any time, a news release and social media message will be made public within one full business day of the storm. In addition, signs will be posted if able at the shop to alert any customers who may miss online messages. All shifts that are already scheduled will still be paid to employees.

# ICE & SNOW (CONTINUED)

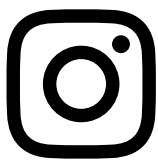
## KEY STATEMENTS

"Dear customers- we would like to inform you that Aspen Coffee on Lakeview will be temporarily closed due to severe winter weather conditions until further notice. We thank you for your continued support and hope to see you when we reopen! Stay safe and warm!"

"The National Weather Service issued a severe winter storm warning this evening, and after further consideration by management, we have decided for the safety of our employees and customers to close early today. Normal business hours are expected to resume tomorrow."

"Due to a citywide power outage caused by the ice storm in Stillwater yesterday, all locations are temporarily closed. Business will resume when the power is restored and the stores have been cleared of any potential dangers related to the power outage."

## SOCIAL MEDIA MESSAGES



"Thankfully, there was minimal damage to all Aspen locations as a result of yesterday's ice storm. The roads have now been cleared and our shops will be open for business as usual tomorrow."



"After careful consideration, we have decided to close all locations tomorrow due to unsafe road conditions. We hope to see you back for a hot cup after the roads are clear!"



**CONTACT INFORMATION**

Aspen Coffee  
Matt Johnston  
Store Owner  
(405) 880-5484  
aspenmatt@gmail.com

**FOR IMMEDIATE RELEASE**

(insert date)

**Aspen Coffee Responds to (finish title to fit severe weather crisis)**

*All locations to take precautions, ensure safety for employees, the public*

STILLWATER, Okla. — Aspen Coffee on Lakeview responded to [severe weather crisis] on [date]. Following information provided by the National Weather service, management made the decision to [open/close] all locations to maintain the safety of customers and employees.

Locations will remain [open/closed] as any damages or hazards are assessed further and any necessary repairs are made. Further updates will be given when more information is available.

[Insert quote from Matt Johnston, store owner].

Please contact [name and title] at [email and phone number].

###



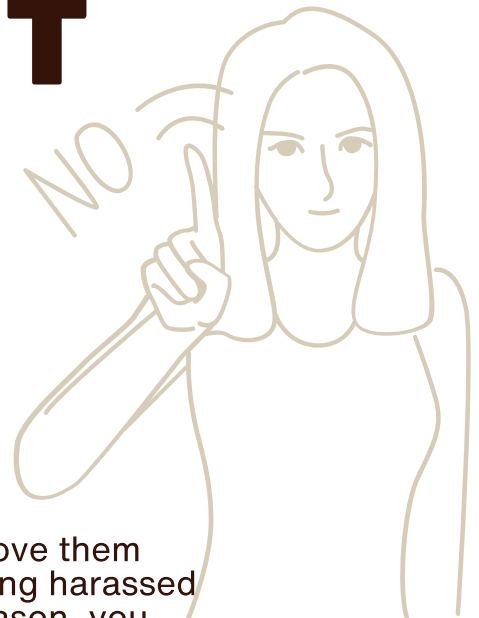
# CRISES

## WORKPLACE ISSUES



# SEXUAL HARASSMENT

No one at Aspen Lakeview will tolerate sexual harassment. How to handle situations differs for employees versus customers, but it is still a serious offense. Aspen Lakeview follows the Miranda Rights established nationwide with the 5th Amendment that all accused are innocent until proven guilty.



## PROCEDURE

If a customer is sexually harassing an employee on shift, others on shift can ask them to leave or remove them from the shop if it is safe. However, the employee being harassed should not try to intervene on their own. If, for any reason, you are alone on shift, please contact Matt Johnston, and he will come to the store and help with the situation based on what is going on. Matt will also determine if the authorities should be called before or while he is there.

Customers harassing customers should be asked to leave the shop. If there is a danger to other customers' safety based on their behavior, they should be asked to leave. If the customer refuses or puts the employees in danger, Matt Johnston should also be called and will provide further assistance to determine if authorities should be called.

Any employee caught sexually harassing another employee or customer will be terminated immediately. Aspen Lakeview has zero tolerance for employees putting customers' safety and well-being in danger. If the administration or managerial staff is accused of sexual harassment, a statement will be made on behalf of the other team to address the ongoing investigations. If they are found guilty, they will be terminated.

A news release or social media message is often unnecessary in a crisis like this unless customers or employees are harmed. The other reason it would be necessary is if it disrupts operations, causing a potential news story. For example, social media messages will usually suffice during sexual harassment. If a perpetrator threatens the safety of those in the shop, doors should be closed to any new customers until authorities handle the situation. News releases should be used only when senior staff, owners, administrators, etc., positions could be affected.

# SEXUAL HARASSMENT (CONTINUED)

## KEY STATEMENTS

"An isolated incident of sexual harassment occurred [insert date] and appropriate action has been taken."

"Aspen Coffee has a zero tolerance policy for sexual harassment and employees are expected to abide by the employee code of conduct. Any breach of the rules will result in disciplinary action and possible termination."

"In the event that a customer or employee becomes the victim of sexual harassment, Aspen will cooperate with Stillwater law enforcement to make sure appropriate measures are taken to ensure a safer environment."

## SOCIAL MEDIA MESSAGES



"Yesterday a sexual harassment incident occurred at Aspen Coffee Lakeview location. It was an isolated incident. Law enforcement was contacted to make sure the perpetrator was punished. Here at Aspen Coffee, we have a zero-tolerance policy. We will protect our employees and customers to the fullest extent of the law."



"Due to unfortunate circumstances involving sexual harassment at Aspen Lakeview law enforcement was called to the scene. We are doing all we can to ensure our employee is taken care of and the perpetrator is punished to the fullest extent of the law. We have a zero-tolerance policy regarding sexual harassment at our locations."

# POWER OUTAGE OR BROKEN MACHINERY



Power outages can occur at any time for many reasons, as well as machinery issues. Both can affect if Aspen Lakeview is able to go about their daily operations with customers in the building.

## PROCEDURE

If power goes out at Aspen Lakeview for any reason, messages should be sent on social media notifying customers of the shop being closed. Aspen Lakeview cannot remain open without power. If the outage is local to Aspen only, calls should be made to the city of Stillwater to communicate with the appropriate authorities to restore power as soon as possible. If the power is out in the nearby radius, after assuring the proper authorities know staff should remain patient as power is worked on. Aspen Lakeview should send all customers home if power goes out with customers in the building. Employees should contact Matt Johnston immediately and he will decide if they should go home or stay and wait for power to return. In the event power is restored during normal business hours prior to 6 p.m., Aspen Lakeview will reopen until closure at 9 p.m. Signs should be posted on both the patio door and two front doors notifying any potential customers that there is a power outage resulting in a closed shop, along with the time power is expected to be back on if available. Social media should be updated often with any changes during a power outage, for any reason.

Depending on the machinery that is broken, Aspen Lakeview will remain open if typical operations are not affected. Matt Johnston should be contacted about making timely repairs, or other maintenance where appropriate. If the air conditioning or heat is broken, fans/heaters will be provided for employees staying in the shop. Customers will be notified upon entering with a sign on the front counter explaining the situation, and fans/heaters will be available in the seating area.

If an oven is broken for multiple days, other Aspen locations will provide pastries and foods for Aspen Lakeview. Customers should be told on social media, as well as with a sign near the food items explaining the situation and why supplies may be lower for the time being. Backup espresso machines and coffee machines can be obtained from other Aspen locations, or as part of the traveling coffee cart. If machines are broken for multiple days, promotional offers such as free drinks may be given to customers as an incentive to return. Permission to give promotional offers must be obtained by the team leader on shift at that time.

A news release is not necessary in any of these situations.

# POWER OUTAGE OR BROKEN MACHINERY (CONTINUED)

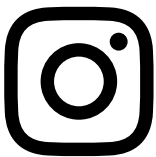
## KEY STATEMENTS

“This morning our staff determined that there was an equipment failure at the Lakeview location. Our shop will be functioning at a lower capacity, but we are taking the appropriate steps to repair the equipment and resume to normal as soon as possible.”

“Due to an electrical issue related to this morning's power outage, we are postponing the opening of our Lakeview location until equipment can be repaired correctly.”

“For questions about our policy on power outages and machinery malfunctions, please contact Lakeview store owner Matt Johnston at (405) 880-5484.”

## SOCIAL MEDIA MESSAGES



"Although power outages impacted many homes and businesses last night, our Lakeview location has regained power and will be fully operational for normal business hours today."



"The Aspen Coffee location on Lakeview will be operating on limited capacity day due several equipment malfunctions last night. We are working as fast as we can to repair the machinery efficiently and safely so we can resume normal operations."

# IRATE CUSTOMERS

While Aspen Lakeview strives to leave every customer happy, it is not possible to please everyone. In the event of a customer becoming angry or violent, the following steps should be followed.



## PROCEDURE

The customers our the number one priority of Aspen Lakeview. The safety and wellbeing of those in the shop should be put above all else in the event of an angry customer. If the customer becomes violent, an employee should safely move to a place where they can call 911 and alert police. Matt Johnston should be contacted after police have been contacted and made aware of the situation so he can come to the shop if needed.

If a customer becomes angry but non-violent, employees are encouraged to call police still. Employees are not to handle customer altercations themselves, and should alert upper staff and authorities of any issues that arise. The safety and well-being of those in the shop should be put above all else in an event with irate customers.

News releases are typically not needed in this event, however if there is an injury or arrest made on Aspen Lakeview grounds, a release should be sent out. Social media messages should be sent out in the event customers interrupt normal operations of Aspen Lakeview, alerting customers of what has happened and that the situation is resolved. Alerting customers of issues that happen with irate customers will help gain their trust, and make them feel safe spending time at Aspen Lakeview.

# IRATE CUSTOMERS

(CONTINUED)

## Key Statements

"Aspen Coffee has a zero tolerance policy for employee or customer misconduct and all disturbances are handled by the Stillwater Police Department."

"In the event that a staff member or member of the management team is faced with an unruly customer, all are advised by company policy to refrain from personal intervention and to call law enforcement to handle the situation appropriately."

"Aspen Coffee cares about your customer experience and has zero tolerance for customer misconduct. Reach out to a staff member or manager if an issue arises and they will take the necessary steps to resolve the conflict."

## SOCIAL MEDIA MESSAGES



"Earlier this afternoon, several customers and employees reported an irate customer verbally abusing workers. If anyone in the future has complaints that they wish to share with our Aspen Coffee location, please contact us through the proper channels in the future. We will be more than willing to help you."



"Earlier this evening, a customer was approached for making inappropriate comments to other customers and was asked to stop. Law enforcement were called when the patron refused to stop the behavior and the situation has been resolved."



**CONTACT INFORMATION**

Aspen Coffee  
Matt Johnston  
Store Owner  
(405) 880-5484  
aspenmatt@gmail.com

**FOR IMMEDIATE RELEASE**

(insert date)

**Aspen Coffee Responds to (finish title to fit workplace crisis)**  
*Employees working with local law enforcement to resolve conflict*

STILLWATER, Okla. — An [incident] took place at Aspen Coffee on Lakeview on [date]. The conflict occurred when Aspen was [open/closed] and [names/titles] were involved.

The incident was handled following store protocol and the conflict [was resolved/ongoing]. Aspen is working closely with the Stillwater Police Department to cooperate on any investigations or reports. Further updates will be given when more information is available.

[Insert quote from Matt Johnston, store owner, regarding incident].

For any further questions or concerns please contact [name and title] at [email and phone number].

###



# CRISES

## HEALTH & SAFETY



# FOOD POISONING

Aspen Coffee located on Lakeview works diligently to keep a clean kitchen that prevents any contamination causing food poisoning. Employees are encouraged to dispose of any questionable food items to ensure the only items going out are the healthiest and best products possible.



## PROCEDURE

In the event a customer is exhibiting signs of food poisoning, immediately dispose of any remaining pieces of food that the customer consumed and dispose of other food made in that same batch. If the customer becomes violently ill, call 911 and request an ambulance take them to the emergency room. Thoroughly clean the kitchen and counter area to ensure no contamination can occur there.

Alert managerial staff and Matt Johnston immediately if food poisoning is suspected. Be open to anything that could've happened to slip through the cracks and caused a bad piece of food to go to a customer. Be sure to ask customers having a reaction if there is any allergies to foods potentially in the shop. Social media accounts should be updated with information notifying the public immediately if there is a chance of food poisoning to avoid bad press surrounding the issue. Honest is more important to keep the trust of customers and protect Aspens reputation.

If a customer comes in claiming they have had food poisoning from Aspen Lakeview, assure them the staff works to keep a clean environment and prevent that from happening. Do not apologize for giving them food poisoning unless it is known something from Aspen Lakeview gave them food poisoning. Speak to managerial staff about how best to assist a customer claiming this, and follow the steps for an irate customer if necessary.

A news release should be made available once a case of food poisoning from a product from Aspen Lakeview has been confirmed. The release should provide information about where the food poisoning started and encourage any customers who may have been exposed to the same thing to inquire about treatment. Social media posts should be made to keep customers in the loop of precautions being taken while managing the food poisoning that incurred.

# FOOD POISONING

(CONTINUED)

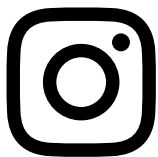
## KEY STATEMENTS

"This morning there was an isolated incident involving food poisoning at our Lakeview location. We are working with experts to determine the source of illness and will be closing temporarily until the source has been removed safely."

"Today Aspen Coffee experienced a possible case of food poisoning. Staff responded quickly and according to protocol and the source of illness was removed safely."

"In the event that a possible case of food poisoning is reported, staff are directed to pause tasks until the source is identified and proper cleaning measures can be taken."

## SOCIAL MEDIA MESSAGES



"Tonight there was an isolated incident of food poisoning at the Lakeview location. Staff reacted swiftly, and emergency responders were called promptly. The customer was taken to Stillwater Medical Center for further treatment and is expected to make a full recovery."

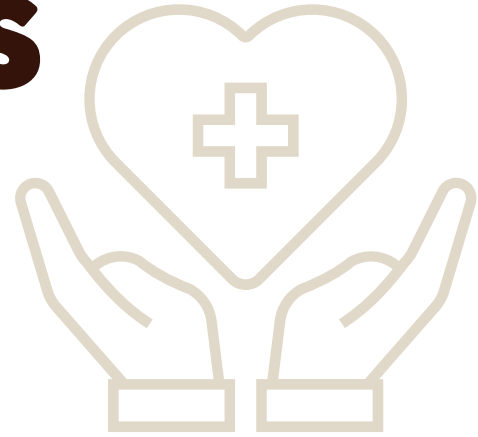


"Due to a possible case of food poisoning, our Lakeview location will be closing temporarily until the source has been confirmed and taken care of as directed by protocol. We expect to reopen this afternoon at the latest."

# HEALTH CODE VIOLATIONS

Aspen Lakeview is required to have annual health and safety inspections to remain in compliance with the Occupational Safety and Health Administration (OSHA).

If for any reason there is an inspection that Aspen Lakeview fails in one area, follow these steps.



## PROCEDURE

If for any reason there is an inspection that Aspen Lakeview fails in one area, the employees on duty during the inspection will be interviewed to verify they were following appropriate protocols at the time. A news release along with social media updates should go out as soon as Aspen Lakeview management is made aware of the issue to inform customers of what happened. Do not admit fault in the releases. The release is simply to inform key publics of the violation and how Aspen Lakeview is working to assure it does not reoccur in the next inspection in X amount of days.

## KEY STATEMENTS

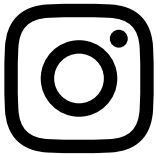
"Aspen Coffee prides itself in its health and safety standards and has not experienced any incidents in its 28 years of operation. Please contact a staff member or manager if a space appears unclean or unsafe and it will be handled immediately."

"A minor health violation was recorded at the Lakeview location this morning. Appropriate steps are being taken to remediate the situation and employees will be interviewed to ensure they were following proper protocol."

"Employees are tested frequently on their knowledge of food and beverage safety protocols and proactive measures are taken to maintain high standards of food safety and cleanliness."

# HEALTH CODE VIOLATIONS (CONTINUED)

## SOCIAL MEDIA MESSAGES



"Tonight there was a possible breach of food and safety standards upon inspection. Appropriate protocols are being followed to ensure no further risks are being posed to employees or customers."



"A minor health violation was recorded this morning and the source has been identified and the conflict resolved. Further safety training will be required for all employees and trainees next month to reinforce health standards."

# CUSTOMER OR EMPLOYEE INJURY

The safety and well-being of our customers and employees is the number one priority. If there is an injury that occurs at Aspen Lakeview as a result of something that is part of the daily operations, the following steps should be taken.

## PROCEDURE

If a customer is injured, employees should ask if there is any way they can assist. A first aid kit is kept in the back office right behind the door. A defibrillator in the event of cardiac arrest is located in the back office as well. The defibrillator should only be used by someone CPR certified or paramedics who arrive at the scene. 911 should be called as soon as someone begins CPR, if not before. The same procedures should be taken in regards to a customer or an employee experiencing a cardiac event. If someone faints in the shop, 911 should be called if they do not resume consciousness after 30 seconds. If someone is found choking, encourage someone who is CPR trained to perform abdominal thrusts and dislodge what is choking them. If no one is CPR trained, have someone call 911 and attempt the abdominal thrusts until paramedics arrive.

Any severe injury that happens in store should be mentioned on social media. Wish those who were hurt well but do not release personal information such as names. News releases should be reserves for injuries that are a result of Aspen Lakeview employees negligence or daily operations. For example, if someone is burned by the espresso machine.



# CUSTOMER OR EMPLOYEE INJURY

(CONTINUED)

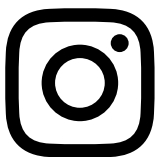
## KEY STATEMENTS

"Aspen Coffee employees are trained in basic first aid skills but are advised to call first responders for any incidents that are not minor. Information for quick access to first responders is posted around the shops in all areas for convenience."

"This morning a customer at Aspen Coffee on Lakeview sustained minor injuries in an accident. Appropriate safety measures were taken and the accident was handled according to store protocol. The patron was released from Stillwater Medical Center earlier this afternoon."

"This afternoon an employee experienced a heart attack while on shift. Emergency responders were contacted immediately and the on-site defibrillator was used to save their life. The employee has been transferred to Stillwater Medical Center for treatment and is expected to make a full recovery."

## SOCIAL MEDIA MESSAGES



"Worried about getting injuries at our Aspen Coffee Lakeview? No need! We pride ourselves on our efficiency and kindness towards our customers' safety and will be sure to take care of you! We have many safety protocols in place to help stop emergencies before they happen."



"Aspen Coffee reported an accident involving an injured customer. Thankfully no one was seriously injured due to our employee's quick actions and required first aid training. Here at Aspen, we ensure our customers' and employees' safety and well-being are our highest priority."



**CONTACT INFORMATION**

Aspen Coffee  
Matt Johnston  
Store Owner  
(405) 880-5484  
aspenmatt@gmail.com

**FOR IMMEDIATE RELEASE**

(insert date)

**Aspen Coffee Responds to (health risk or incident)**

*All locations to take precautions, ensure safety for employees, the public*

STILLWATER, Okla. — Aspen Coffee on Lakeview experienced an [incident or health risk] on [date]. The [incident] was caused by [insert reason].

Employees and management acted swiftly and according to protocol.

[If necessary: Emergency responders [were/were not] called to the scene. All other employees or customers [are/ are not] at risk and [have/have not] been contacted to take any other necessary actions].

[Detail changes to store hours and operation if necessary]. Further information will be released as it becomes available.

[Insert quote from Matt Johnston, store owner, regarding incident].

For any further questions or concerns please contact [name and title] at [email and phone number].

###



# CRISES

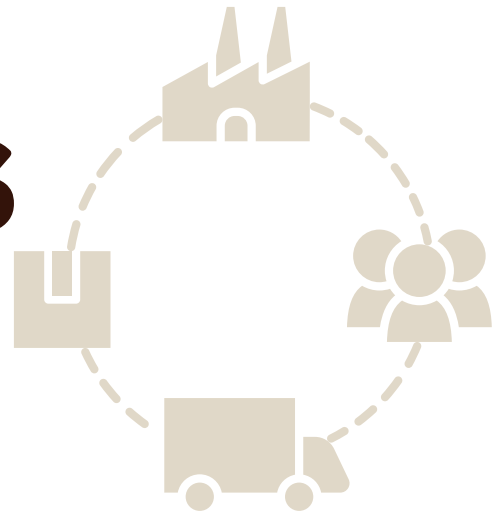
## **SUPPLY SHORTAGES**



# SUPPLY SHORTAGES

As a member of the food/beverage service industry, Aspen Coffee is responsible for supplying all ingredients necessary to make menu items and must recognize the challenges associated with supplying those items.

To account for the ups and downs of coffee bean crop seasons and food shortages, Aspen has a backup plan to ensure supply shortages are resolved in a way that ensures quality is still prioritized for its customers.



## PROCEDURE

In the event of a contaminated supply/product recall or a severe supply shortage, Aspen Coffee locations have product substitutions built into the systems that can be activated at any time. The store owner is responsible for communicating with all suppliers and monitoring shipments and any trends related to the procurement of ingredients for the shops.

Customers will only be notified of a shortage in the event that prices must be altered to reflect the changes in cost due to substitution or if the product changes affect the ability to prevent contamination of allergens. Product substitutions should not significantly alter the quality of the menu items served and therefore do not need to be disclosed to the public unless specifically inquired about by customers.

When a supply shortage takes place and substitutions are necessary, employees will be notified by the owner, Matt Johnston, and will receive instructions on which products to substitute and how to notify any customers that may have allergies, if necessary. Because price adjustments will be adjusted on the menu, employees are instructed not to notify customers or provide an explanation unless asked. Detailed questions regarding suppliers and the roasting process should be directed to Matt unless otherwise stated by company policy.

# SUPPLY SHORTAGES

(CONTINUED)

## KEY STATEMENTS

"Today Aspen was informed that we will not be able to receive regular shipments of our signature coffee beans due to a limited crop. Substitutions are available and the quality of our menu items will not be compromised."

"Due to a shortage in dairy products this season, a few of our menu items have been adjusted in price to reflect the cost of the substitutions. Aspen thanks you for your understanding and continued support!"

"As of today, a temporary adjustment will be made to the ingredients of select menu items due to a shortage of dairy products this year. The new supplier processes milk in a separate facility that may contain traces of different allergens, so please contact store owner Matt Johnston with any questions regarding food safety."

## SOCIAL MEDIA MESSAGES



"Due to the recent shortage in imported coffee beans, we will be changing suppliers temporarily. No food or allergy concerns should be affected and our coffee will be roasted fresh in house as always!"



"Heard of the recent coffee bean crisis? Never fear, you can still get your coffee here. we assure you that our temporary substitutions do not affect the quality or taste of our menu items!"

## **CONTACT INFORMATION**

Aspen Coffee  
Matt Johnston  
Store Owner  
(405) 880-5484  
aspenmatt@gmail.com

## **FOR IMMEDIATE RELEASE**

(insert date)

### **Aspen Coffee Responds to Supply Shortages**

*All locations to provide substitutes for items until further notice*

STILLWATER, Okla. — Aspen Coffee on Lakeview began experiencing a supply shortage for [product name] starting [date]. Substitutions for [product name] are in place and will remain effective until the product can again be obtained from the original supplier.

Aspen understands that coffee beans and dairy items can vary in supply by season and has built acceptable substitutes into the system to ensure the quality of original recipes is maintained. Prices [are/are not] expected to remain the same and any updates on pricing will be reflected on the menus at each location.

[Insert quote from Matt Johnston, store owner, regarding supplier].

For any further questions or concerns please contact [name and title] at [email and phone number].

###

# ADDITIONAL QUESTIONS



## Contact Our Team

Kaitlynn Walters  
kaitlynn.walters@okstate.edu

Jillian Donley  
jillian.donley@okstate.edu

Abby Cage  
abcage@okstate.edu