**Your Task: External Audience**

Each “Crisis Response Working Group” is responsible for pulling together a **response strategy** and **communications materials** (including a holding statement, talking points, tough questions, and channels) to reach one set of our key audiences:

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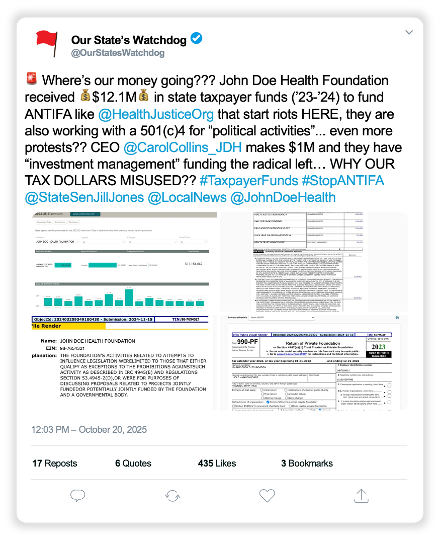
**Key Facts**

**Holding Statement**

**Talking Points**

**Tough Questions**

**The Scenario**Today is October 20, 2025

**A post on X targets your organization**  


**Small Group Questions**

* What do you think is your biggest vulnerability in this scenario?
* What information do you feel like you need to respond to the scenario?
* Who needs to be communicated with in this scenario?
* What do you think your next course of action should be?
* What’s the objective (i.e., the best possible outcome) of our response?
* How do we credibly respond to this situation?
* What information do we have to begin drafting our messages?
* What information do we ideally need to finalize our messages?
* Who do we need to collaborate or partner with?
* Have there been any other issues recently that could intensify the situation?

**Notes**