

Tabletop Exercise: Southwest Airlines Pilot Arrested For Operating Aircraft Under the Influence

Segment 1: A Southwest Airlines pilot was taken into custody last night after he was accused of operating an aircraft while intoxicated. During a pre-check screening, the pilot was pulled to do a breathalyzer test and blew twice the legal limit. In turn the flight was cancelled, and the pilot has since been released pending investigation by local authorities and the FAA. *What should your crisis team do/say at this segment?*

Segment 2: Passengers from the cancelled flight began posting videos on social media sharing their experience. Other users posted online questioning the safety culture of the organization and stories of alcohol and substance abuse in the industry. The pilot's friends and family made posts defending the pilot and asking for privacy while investigations continue. *What should your crisis team do/say at this segment?*

Segment 3: Major stakeholders are now demanding safety protocols be made public. Travel agents are navigating customer questions and concerns. Local news reporters wait impatiently outside the airport as speculation spreads online claiming that the airline is "withholding critical information." Customers of other airlines criticize the organization on various social media platforms. *What should your crisis team do/say at this segment?*

Segment 4: Local activist groups band together to stage protests against alcohol abuse and DUI. Protesters demand that the airline implements DUI policies as media gives heavy coverage over the incident. Southwest passengers online share stories of past flights wondering if he had been

their pilot before. The pilot's family releases a statement claiming the pilot has entered treatment and again asking for privacy during this time. *What should your crisis team do/say at this segment?*