*An accurate and up-to-date list of personnel, along with emergency contacts, should be available and accessible to all members of the organization’s Incident Command Team. The list should be established in descending order, beginning with the primary contact followed by any alternates and or assistants. This information should always be available and kept up to date in paper and electronic formats.*

**Internal Communication**

In the event of an emergency, internal communications will be handled by all available and easy-to-adopt means, including:

* Telephone
* Cell phone
* Overhead public address system
* Radio system broadcast messages via e-mail
* Group intranet page
* Or any other available means

The designated Emergency Response Team (ERT) member will send a communication, including verbal instructions, to each Safety Warden in the affected area of the facility. These instructions must be followed promptly.

ERT members may then take such steps as circumstances warrant.

**External Communications**

During a crisis, conveying accurate information in a clear and unemotional manner is of paramount importance. Accurate information contributes to good decision-making and helps dispel the rumours that invariably arise during emergencies. Properly handled, communications can help reduce stress, help deflect lawsuits and preserve the facility’s reputation.

The following guidelines should be considered when dealing with media:

* If possible, have a written statement prepared in advance. This will help provide a complete, accurate and unemotional presentation of the facts. When sharing information, it is acceptable to present the organization’s perspective. Many others will be skewing the facts or presenting rumours as facts. If you do not present the organization’s perspective, no one else will.
* Always express your genuine concern for the safety of staff/visitors/clients, and sincere regret over any injuries suffered during the incident. If asked about property damage, always remember that people come first and reinforce the organization’s concern over the health and well-being of people over any concern for property.
* Cooperate with the media and don’t try to avoid them. Rather, manage the situation by guiding them toward the designated briefing area. A “no comment” remark feeds speculation that the organization has something to hide.
* Always tell the truth and if you don’t know an answer, say so. Be careful not to commit to finding an answer since some issues are best unanswered.
* Do not speculate. State the facts and if you don’t know an answer, say so.
* Present information clearly and straightforwardly. Don’t try to “spin” an answer.
* Do not suggest possible causes or assign blame; leave this to the post-event investigation.
* Do not estimate the monetary impact of the damage and remember, the value of one life far exceeds the value of any property. The financial impact will be determined in the period following the crisis and it is useless to speculate during a crisis.
* If a reporter or guest states something untrue, it is acceptable to say, “That is not true”, but avoid arguments.
* If a reporter attempts to question you outside of a formal briefing in front of a crowd, do not respond. Rather, offer to speak to them one on one.
* Never release information on the names or circumstances surrounding the death or injury of a victim.

If you have any questions or suggestions, please contact the Emergency Management team and refer to the [*Crisis Communications Dos and Don’ts*](https://www.readyrating.ca/crisis-communication-dos-donts/)guide and the [*Managing the Media*](https://www.readyrating.ca/video-managing-the-media/)video in the Ready Rating Resource Center.

**Key External Contacts**

|  |  |  |  |
| --- | --- | --- | --- |
| **Local Fire Department** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Legal Contact** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Local Police Department** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Insurance Contact** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Poison Control** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Real Estate Contact** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Local Trauma Centre** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Alarm Company** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**Key Internal Contacts**

|  |  |
| --- | --- |
| **General Management** | 1. |
| 2. |
| 3. |
| **Human Resources** | 1. |
| 2. |
| 3. |
| **Operations** | 1. |
| 2. |
| 3. |
| **Security** | 1. |
| 2. |
| 3. |
| **Finance** | 1. |
| 2. |
| 3. |
| **Property Management** | 1. |
| 2. |
| 3. |
| **Alternate Site** | 1. |
| 2. |
| 3. |
| **Information Technology** | 1. |
| 2. |
| 3. |
| **Customer Service/Sales** | 1. |
| 2. |
| 3. |
| **Other**  **­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | 1. |
| 2. |
| 3. |
| **Other**  **­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | 1. |
| 2. |
| 3. |

**Other Critical Contact Numbers**

|  |  |  |  |
| --- | --- | --- | --- |
| **Accountant** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Local Radio Station** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Bank** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Local TV Station** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Payroll Service** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Public Works Department** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Local Newspaper** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Small Business Administration** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |