

Appendix A – Day of Crisis Tips

- Communicate with Emergency Responders and Regulators
 - 911
 - EPA/DNR/OSHA
- Ensure all Employees/Visitors are accounted for
 - Ensure no Other Person or Property Is In danger
 - Have Family Members been notified?
- Secure the Incident Scene
 - Restrict Visitors Access
 - Lock Gates if Possible
- Identify Command Center Location (possibly off site)
 - Identify Employee/Family Gathering Site (i.e. Community Center, Church, etc.)
- Identify Company Spokesperson
 - Appropriate for level of incident
 - Owner/CEO
 - Location Manager
 - Human Resource Manager
- Take a few minutes and formulate your message (Employees, News Media, Families, etc.)
 - Be Sympathetic
 - Stick to Facts
 - Don't Speculate
 - Don't say " No Comment"
 - Reinforce Company beliefs
- Meet with Your Employees
 - Explain what happened
 - Who/What/When
 - Stick to Facts
 - Don't Speculate
 - Explain media policy
 - All communication goes through Company Spokesperson
 - No pictures/videos
 - No Tweeting
- Contact the Media
 - Control The Message
 - Let Them Know When More Information Will Be Available
- Report Insurance Claim