

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 (e.g., 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