

All staff must refer media to Public Information Designee.

- *Public Information Designee acts as contact for emergency responders and coordinates media communications. If Public Information Designee is unavailable, an alternate assumes responsibilities.*

Public Information Designee:

<u>Name</u>	<u>Office Location</u>	<u>Work Phone</u>	<u>Home Phone</u>	<u>Mobile/Pager</u>
_____	_____	_____	_____	_____

Alternate Public Information Designee:

<u>Name</u>	<u>Office Location</u>	<u>Work Phone</u>	<u>Home Phone</u>	<u>Mobile/Pager</u>
_____	_____	_____	_____	_____

During an emergency, adhere to the following procedures:

- Crisis Team Coordinator relays all factual information to Public Information Designee.
- Public Information Designee prepares a written statement to media.
- Establish a media information center away from building.
- Update media regularly. Do not say “No comment”.
- Do not argue with media.
- Maintain log of all telephone inquiries. Use scripted response to inquiries.

Media statement

- Create a general statement before an incident occurs. Adapt statement during crisis.
- Emphasize safety of employees and guests first.
- Briefly describe workplace plan for responding to emergency.
- Issue brief statement consisting only of the facts.
- Respect privacy of victim(s) and family of victim(s). Do not release names to media.
- Refrain from exaggerating or sensationalizing crisis.

Emergency Alert Stations

Listen to the following radio stations for information regarding a potential or impending emergency:

FM

WSTW 93.7 (24 hours)

WDSD 94.7 (24 hours)

WJBR 99.5 (24 hours)

AM

WDEL 1150 (24 hours)

WILM 1450 (24 hours)

WJBR 1290

WNRK 1260

WDOV 1410

WKEN 1600

Marine Channel 16