



CRISIS COMMUNICATIONS PLAN

METROPOWER

PREPARED BY MUELLER COMMUNICATIONS, LLC

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Plan available online at www.muellercommunications.com/ppc-partners



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***If you are experiencing a crisis, activate the crisis management phone tree (p. 8) then turn to p. 11 to begin compiling crisis materials**

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INTRODUCTION







STATEMENT OF PURPOSE

Effective, immediate and comprehensive communication is vital to every business. Online media has created a monumental change in how fast news and information travels and social media has allowed anyone with a smartphone to act as a “journalist.”

In times of crisis, a business is faced with the challenge of sending its messages quickly – almost instantly – without compromising accuracy and credibility.



Your good name, reputation and future business viability are **at risk during times of crisis**. Decisions and actions taken during the first minutes and hours of a crisis have **a major impact on employees, customers and your business for months and years to come**.



One way to drive accurate, timely and honest communication is by planning ahead and being as prepared as possible by developing crisis communications strategies. To that end, MetroPower has established the following Crisis Management Plan. It is a guide to assist the Crisis Management Team in evaluating situations, determining the level of severity, and acting quickly in the event of a crisis.

Given the nature of your business, MetroPower companies face a variety of potential “crisis” situations. This plan explores scenarios, groups them into categories based on severity, and provides guidance and template materials to equip MetroPower leadership with the tools to communicate in an efficient and credible way.



CRISIS PLAN INTRODUCTION & USAGE GUIDE

Enclosed you will find your company's crisis communications plan.

The nine steps listed below are a guideline for the Crisis Management Team.

1. A copy of the crisis team job description will be provided to each assigned crisis team member. All members of the Crisis Management Team should read and familiarize themselves with their crisis team job description.
2. After reviewing the plan, please route it to your staff for their review. If there is a staff change, the new staff member should review and familiarize him or herself with the crisis plan.
3. The crisis plan should be kept on the work site. A link for the electronic version of the crisis plan is available [here](#) in case the plan is destroyed at the office.
4. A copy of the crisis phone call tree should be posted on the wall near the telephone in the receptionist area.
5. Each Crisis Management Team member will have access to a copy of the employee telephone contact numbers.
6. Hold a periodical crisis team meeting to discuss the role(s) of each member and how they work together. Crisis team members should have annual tabletop exercises to learn and understand their assigned role(s).
7. The crisis plan should be reviewed and updated annually, or as often as needed. This ensures that all names, contact numbers and information are up-to-date.
8. Assemble a crisis binder as soon as you receive the plan. Please keep the crisis binder in an easily accessible location/area. Recommended locations for the crisis plan are either in the Branch Manager's office or COO's administrative assistant's office for corporate locations.



CRISIS MANAGEMENT TEAM





CRISIS MANAGEMENT TEAM (CMT)

The CMT is responsible for addressing the communications response related to any MetroPower member company's crisis situation. The CMT may be composed of the following individuals:

- Jim Ditter, PPC Partners, CEO
- The lead executive from the impacted organization
 - Rick Parra, Pieper Electric, President and COO
 - Danny Gibson, MetroPower, President and COO
 - Ken Phelps, MP Systems, President and COO
 - Chris Moore, CarolinaPower, President and COO
- Another lead from the impacted organization
 - Edwin Garcia, PPC Partners, Chief People Officer
 - Dave Scritsmier, PieperPower, VP Construction
 - Steve Pacl, MetroPower, Vice President
 - Mike Tillman, MP Systems, Branch Supervisor
 - Travis Oswald, CarolinaPower, Branch Manager
- James Madlom, Mueller Communications

As needed or as appropriate, additional members may be appointed to the CMT on a case-by-case basis. The names and telephone numbers of the CMT members are listed on page 8 of this plan. At least two of the CMT members will be available 24 hours a day.



CMT ROLES & RESPONSIBILITIES

CRISIS MANAGEMENT TEAM CHAIRPERSON:

The CMT Chair will be available 24/7. The next executive in line will be contacted to serve as CMT chairperson in the event the lead executive is unavailable. The CMT chairperson has the following responsibilities:

1. Assess the situation and activate the Crisis Management Team;
2. Work with the Crisis Management Team to coordinate and execute operations in a constructive and safe manner;
3. Brief upper level management (ULM) and managers;
4. Communicate the situation to internal audiences;
5. Serve as the liaison when responding to local, state or federal authorities;
6. Activate and oversee on-campus and off-campus resources;
7. Ensure briefings are prepared and presented in a timely manner during and following the incident;
8. Coordinate, under the direction of legal counsel, all record keeping relating to the situation; and
9. Perform an annual crisis review.

CRISIS MANAGEMENT TEAM SPOKESPERSON:

The lead executive of the impacted company is designated as spokesperson, and the next executive in line will serve as the back-up spokesperson if the lead executive is unavailable. If the situation requires a different spokesperson, they will be appointed. The spokesperson has the following responsibilities:

1. Prepare and manage all the internal and external communications relating to the situation, including designation of a spokesperson and preparation and release of official comments, responses and statements;
2. Work with the creative and IT teams to add appropriate communications to the company website;
3. Determine with CMT who is to serve as liaison to the news media, employees and other constituents/audiences; and
4. Secure and coordinate external communications resources as needed to respond to the situation.



CMT ROLES AND RESPONSIBILITIES (CONTINUED)

THE CMT HAS THE FOLLOWING PRIMARY RESPONSIBILITIES:

In the event of an emergency situation, the Chairperson will activate and oversee the Crisis Management Team. The Crisis Management Team will be responsible for coordinating emergency response activities on behalf of the company:

1. Direct the communications response to the situation;
2. Ensure that all appropriate communications measures relating to the situation have been considered, evaluated and implemented;
3. Maintain close contact with those in charge of operational matters (isolation of the situation and quick resumption of normal operations);
4. Assist with drafting of external communications relating to the situation, including preparation of official comments, responses and statements; and
5. Perform an evaluation following the situation resolution.

If a situation occurs that requires a crisis communications consultant, the Chairperson or designee will contact Mueller Communications:

JAMES MADLOM

Mueller Communications
1749 North Prospect Ave. Milwaukee, WI 53202
Office: (414) 390-5500 - 24/7 availability
Cell: (414) 364-6103 - 24/7 availability
JMadlom@MuellerCommunications.com

TEAM ROSTER & PHONE TREE

The expectation is that all the people listed on the flowchart are to be contacted within 30 minutes of the event. NOTE: If you are unable to reach an individual listed, move on to the next individual listed.

INSURANCE LISTINGS

Willis of Minnesota

(877) 945-7378

c/o 26 Centruy Blvd. PO Box 305191
Nashville, TN 37230

Zurich

Gen | Auto | Emp | WC

XL Catlin

Excess

Liberty Mutual

Excess

Chubb

Excess | Cyber

★ **Jim Ditter**
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o: [262] 879-8462
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o: [770] 670-2982
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→ **Mueller Communications**
o: [414] 390-5500 - available 24/7

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DETERMINING CRISIS SEVERITY





POTENTIAL CRISIS SCENARIOS, BY LEVEL OF SEVERITY

Using the chart below, identify the situation.

- » **If Levels 1 or 2:** In addition to the following checklist for issues in these categories, please complete the Incident Information Fact Sheet (p. 15-17). See (p. 42-46) for Emergency Telephone Numbers.
- » **If Levels 3 or 4:** The senior manager most involved or familiar with the situation will complete the Incident Information Fact Sheet and present it to the spokesperson for evaluation.

When the spokesperson deems it necessary, the CMT will meet and the spokesperson will provide members with information on the Incident Information Fact Sheet. The CMT will then follow this crisis communications plan or determine the appropriate next steps.

LEVEL 1 MOST SEVERE **Maximum Media Interest;** Media May Show Up on Site

- » Employee injury or fatality
- » Job site incident
- » Natural disaster
- » On-site fire, explosion or gas leak
- » Workplace violence
- » Faulty equipment causes injury to customer

LEVEL 2 SEVERE **Very High Media Interest;** Media Likely to Show Up on Site

- » Job site incident
- » Municipal partner issues
- » Labor or union dispute
- » Litigation
- » Regulatory violation
- » Personnel issue
- » Permitting issues

LEVEL 3 MODERATE **Some Media Interest;** Unlikely Media Will Show Up on Site

- » Team member/management misconduct
- » Cost overruns or schedule delays
- » Management issues (workforce reduction, public audits, union, government agencies)
- » Defective work on design resulting in property damage or personal injury

LEVEL 4 MINOR **Potential Media Interest;** Likely Longer Lead-time for Response Unlikely Media Will Show Up on Site

- » Malicious rumor or slander that could cause harm to those we serve (e.g. customers, employees, stakeholders, etc.)
- » Failed attempt at aggressive action by disgruntled employees





CRISIS MATERIALS





CRISIS CHECKLIST

The following crisis communications checklist is applicable for Crisis Levels 1-2, except as otherwise noted. For Crisis Levels 3-4, contact CMT chairperson, who will provide further direction on activities.

FIRST 10 MINUTES

- Call Emergency Response (if applicable)
- Secure site, customers, personnel, employees and members of the public
- Alert CEO/Spokesperson
- Assemble CMT
- Assess situation and level of impact
- Notify switchboard to direct media calls to Mueller Communications
- CMT begin collecting information for initial standby statement

FIRST 30 MINUTES

- MetroPower member company will direct all media calls to Mueller Communications
- Mueller Communications receives media calls
 - All media calls are recorded on media log sheets
- If media arrives ONSITE prior to a call, the **CMT spokesperson only says:**
 - “We are still confirming details and will get back to you shortly.”
 - Take them to a secure location onsite; do not permit them to wander around
- Onsite contact completes Incident Information Fact Sheet
- MetroPower member company gathers preliminary known facts (see full list of potential media questions on p 26)
 - Determine gaps in knowledge and assign staff to find answers to those questions
 - Verify nature/scope of incident with police and other involved parties
 - Determine number and type of injuries and/or fatalities, if applicable
 - Assess public risk
 - Consult with police/other responding agencies to coordinate information release

Continues on next page...



CRISIS CHECKLIST (CONTINUED)

- Assemble CMT on a conference call, including Mueller Communications, and others, if deemed necessary by CMT spokesperson
 - **Use and distribute this leaderless conference line, provided by Mueller Communications: (414) 323-6155 access code: 013780**
 - Confirm media spokesperson for incident
 - Confirm interest from media outlets; identify which additional media outlets to contact proactively
 - Identify other stakeholders that need to be contacted
 - Identify and assign next steps, including:
 - › Have attorneys been notified?
 - › Is there any information or advertising that needs to be removed because it would be construed as inappropriate or insensitive in light of the incident?
- Mueller Communications begins drafting initial standby statement, Q&A and talking points for approval
- CMT designates individuals to prepare and coordinate communication with other key stakeholders as appropriate. Identify the “immediate” audiences, “secondary” audiences based on situation

FIRST HOUR

- Mueller Communications shares draft standby statement and Q&A with crisis team
- CMT reconvenes on phone conference to approve standby statement and Q&A
- Spokesperson receives standby statement and Q&A
- Spokesperson receives brief media prep before speaking with media
- Mueller Communications distributes standby statement to targeted local print, televisions and radio outlets, as appropriate
- Mueller Communications begins media monitoring and continues fielding media calls
- Mueller Communications begins scheduling interviews with media not onsite, as appropriate



CRISIS CHECKLIST (CONTINUED)

SECOND HOUR

- Mueller Communications drafts an updated standby statement if more information is available
- CMT reconvenes on phone conference to review and finalize updated standby statement and determine which questions spokesperson will answer
- Mueller Communications distributes updated standby statement to all local print, television and radio outlets
- Spokesperson reads standby statement to any onsite media and answers questions
- Mueller Communications continues media monitoring and fielding media calls
- Mueller Communications continues scheduling interviews with media not onsite
- CMT identifies and creates communications vehicles for any additional contacts that need to be made (employees, vendors and other partners, local elected officials, etc.)
- Determination made on whether other PPC member company representatives need to be brought onsite
- Activate media news conference room and or location, if needed

FIRST 24 HOURS

- CMT remains in contact and updates standby statement as needed
- Mueller Communications distributes updated standby statement to all local print, television and radio outlets
- Mueller Communications continues media monitoring and fielding media calls
- Continue to send updates as needed to all staff and media, and continue to reinforce that all media questions should be directed to Mueller Communications

ONGOING

- CMT reconvenes and updates standby statement as needed
- Mueller Communications distributes updated standby statement to all local print, television and radio outlets
- Mueller Communications continues media monitoring and fielding media calls
- Mueller Communications sends media coverage reports to crisis team on a daily basis
- CMT designee maintains contact with identified stakeholders as appropriate



INCIDENT INFORMATION FACT SHEET

FOR INTERNAL USE ONLY – CONFIDENTIAL – NOT FOR EXTERNAL DISTRIBUTION

**Information to be gathered by site manager or designee*

What happened and how did it happen?

What caused the incident?

Where did it happen?

When did it happen?

Who was involved in the incident?

How dangerous (or serious) is the situation?

Was anyone injured or were people displaced?

Was anyone killed?

What is the status of those injured? (Do not speculate – only provide known information)

Have they been transported to the hospital? _____

Is anyone deceased? _____

How many employees are involved? Subcontractors? _____





INCIDENT INFORMATION FACT SHEET

FOR INTERNAL USE ONLY – CONFIDENTIAL – NOT FOR EXTERNAL DISTRIBUTION

**Information to be gathered by site manager or designee*

What is it near? (E.g. people, family-oriented neighborhood, facilities, schools, etc.)

Is anyone in immediate danger?

What is being done to fix the problem, minimize it, or prevent it from occurring in the future?

Who has been dispatched? (If appropriate, e.g., police)

What equipment has been ordered or dispatched? (If appropriate)

What's being done to monitor the situation?

What's the biggest risk or concern?

Is there continuing danger/fallout/ramifications to workers onsite or the public?

Who is the on-scene commander?

Have the media, government regulatory agencies been informed? (Specifically, Who?)





INCIDENT INFORMATION FACT SHEET

FOR INTERNAL USE ONLY – CONFIDENTIAL – NOT FOR EXTERNAL DISTRIBUTION

**Information to be gathered by site manager or designee*

Will there be an evacuation? Has the site been shut down? How long will it be shut down for?

How can we get to the crisis site?

Where can we stay, set up?

Who is the contact for further information?

What's the best way to contact him or her?





KEY AUDIENCES & COMMUNICATIONS MATERIALS

EMPLOYEES:

- Employee email regarding incident
- Media protocol “posters” to be hung in common workspaces/gathering spaces

OSHA/DHS REGULATOR/LOCAL GOVERNMENT/PUBLIC SAFETY:

- Notification of operations disruption

CUSTOMERS:

- Key messages regarding operations disruption – to be used in email/voicemail communication (CMT to determine if distributed proactively or reactively)
- Customer inquiry document for front line staff

SUPPLIERS:

- Key messages regarding operations disruption – to be used in email/voicemail communication

MEDIA/SOCIAL MEDIA:

- Standby statement

GENERAL PUBLIC:

- Email response for inquiries



MEDIA PROTOCOL

What do you do when you are approached by the media:

Media inquiries must be responded to in a way that is clear, concise, accurate and timely to help ensure the media reports accurate information and offers a balanced view of the issue.

To ensure a controlled message, statements to the media will be made only by designated members of your staff (to be coordinated by Mueller Communications, after contacting the interested media outlet.) Under no circumstance should any unauthorized employees talk to the media.

If the media approaches an employee, he/she should:

Decline requests for an interview or a statement.

No matter the circumstance, do not say “no comment”

Ask for the names, affiliations and/or business cards of the media.

Inform the media that, **“I’m sorry, I am not the right person to answer your questions at this time, but if you let me know what information you are looking for, I will have the appropriate person respond to you.”** {See protocol on following page...}

Report the request immediately to:



Jim Ditter

PPC Partners

o: (262) 879-8462

c: (414) 758-1501

h: (262) 794-0469

jim.ditter@ppcpartnersinc.com

and



James Madlom

Mueller Communications

O: (414) 390-5500 available 24/7

C: (414) 364-6103

JMadlom@muellercommunications.com

RECEPTION: If a TV camera approaches reception, offer to place them in a conference room while you seek an appropriate company representative.



MEDIA PROTOCOL (CONTINUED)

Protocol for phone calls from the media:

In the event that you receive a phone call from a member of the news media or a news media representative comes to the office, the following procedure should be implemented.

Please respond in the following manner:

“I am sorry, the person who you should speak with is not available at this time. We want to meet your needs in a timely manner and I will have someone get back to you as soon as possible.”

(Ask the caller for the following information)

Can I get your name?

What is the name of your organization?

What is a telephone number where you can be reached?

Do you have a deadline? _____ What is it? _____

“I will pass your message along to the appropriate people and someone will get back to you. Thank you.”

As you receive calls, forward the information to both:

Jim Ditter

PPC Partners

o: (262) 879-8462

c: (414) 758-1501

h: (262) 794-0469

jim.ditter@ppcpartnersinc.com

and

James Madlom

Mueller Communications

O: (414) 390-5500 available 24/7

C: (414) 364-6103

JMadlom@muellercommunications.com



CALL LOG TO RECORD CALLS FROM THE MEDIA

TIME	NAME / ORGANIZATION	PHONE NUMBER	DEADLINE	QUESTIONS





SOCIAL MEDIA PROTOCOL

In a time of crisis, social media is as important – if not more important – as traditional media. In an age when anyone with a smart phone can act as is a journalist, and stories “break” on Twitter, social media channels cannot be ignored. The following is a social media protocol to follow should a crisis hit:

Monitoring: It is critical that you know what is being said, when, and by whom. As soon as a crisis hits, Mueller Communications will begin monitoring social media channels through key word searches and provide timely and relevant updates to the team, as well as plans for responses, if appropriate.

Becoming Part of the Conversation: Just like when working with traditional media, it is critically important to be authentic and honest in social media interactions. As Mueller Communications monitors online conversations, there may be a desire to engage through MetroPower’s social media channels. Social media engagement should only occur when deemed absolutely necessary to enhance the conversation, correct misinformation, and/or to point to official resources, when available. When developing social media responses, Mueller Communications considers the following best practices:

- **Speak in a respectful tone.** Regardless of the tone of the commenter, take the high road and interact in a polite, respectful way. Consider your comment a direct quote that can be attributed to the company. If you wouldn’t want it to show up on the front page of the local paper, don’t post it.
- **Point to resources.** When possible, point commenters to resources that can help answer questions and correct misinformation.
- **Don’t argue.** Do not engage in a back-in-forth, point-for-point argument.
- **Equip others to speak on MetroPower’s behalf.** Third-party supporters can play an instrumental role in protecting MetroPower’s reputation online.
- **Take the conversation offline.** Whenever possible, work to move the conversation offline through direct message or email to engage in a one-on-one conversation.
- **Whenever possible, don’t delete.** There are very limited instances when it is appropriate to remove content posted on social media channels. It is very important not to censor the viewpoints of your followers, but rather to ensure that all content is appropriate and inoffensive. That said, it may be appropriate to remove user comments in instances such as:
 - » When inappropriate language or “hate speech” is used
 - » When there are repeated negative comments from one user – only after MetroPower has attempted to rectify the situation and/or take the conversation offline
 - » Allegations from current/former employees
(e.g. “For legal purposes, we cannot discuss personnel matters online.”)



CRISIS REVIEW & EVALUATION





ANNUAL CRISIS REVIEW FORM

This worksheet will be completed annually by the CMT or individually by each CMT team member at the end of each year.

Year: _____ Reviewed by: _____

1. Is our Crisis Communications Plan complete and up-to-date?
 Yes No
Comments: _____
2. Do we have an appropriate infrastructure in place to manage and monitor all aspects of crisis communications based on anticipated risk exposure? (Do we adequately prepare for appropriate communications to the occurrence of a crisis or major emergency?)
 Yes No
Comments: _____
3. Do we anticipate significant changes in the types of employees, services, facilities, business relationships, competition, or other changes that might materially impact on our risk exposure?
 Yes No
Comments: _____
4. Do we have a formal health and safety program, and does it appear to be effective in identifying possible risks or hazards?
 Yes No
Comments: _____
5. Do we have a formal quality control program, and does it appear to be effective in identifying possible risks or hazards?
 Yes No
Comments: _____
6. Do we have adequate oversight in place to minimize the risk of misappropriation of funds?
 Yes No
Comments: _____
7. Do our corporate policies appear to be effective in preventing fraud, waste or abuse?
 Yes No
Comments: _____
8. Do we have sufficient insurance coverage to protect the organization's assets and personnel in the event of a major exposure?
 Yes No
Comments: _____



ANNUAL CRISIS REVIEW FORM (CONTINUED)

9. Are our crisis response plans and procedures adequate to provide for the health and safety of all employees and visitors in the event of an emergency?

Yes No

Comments: _____

10. Are our policies and procedures regarding business agreements, employee relationships, consistent and fully compliant with all state and federal regulations?

Yes No

Comments: _____

11. Do any of our policies or procedures have the potential to put our company at risk or subject to legal liability?

Yes No

Comments: _____

12. Do we have adequate employee screening in place? Does this include reference checks? Criminal background checks? Do all employees receive, review and sign off on agency employment related policies and procedures?

Yes No

Comments: _____

13. Do we have procedures in place for incident reporting with adequate review? Are employees required to report all incidents that might result in exposure?

Yes No

Comments: _____

14. Is continuing education and staff development mandatory?

Yes No

Comments: _____

15. Do we have Certificates of Insurance on file for all contracted services?

Yes No

Comments: _____

16. Are all employees trained in emergency evacuation and are timely drills required and documented?

Yes No

Comments: _____

17. Are fire drills and natural disaster drills conducted and documented?

Yes No

Comments: _____



ANNUAL CRISIS REVIEW FORM (CONTINUED)

18. Are employees trained in appropriate first-responder techniques?

Yes No

Comments: _____

19. Are appropriate medical facilities (first aid stations) in place at each facility?

Yes No

Comments: _____

20. Are complete records kept for all employees?

Yes No

Comments: _____

21. Do we require signed releases for release of employee records, photographs?

Yes No

Comments: _____

22. Do we have adequate policies, procedures, and training in place to assure the safe and appropriate use of company vehicles?

Yes No

Comments: _____

23. Do we have adequate policies and procedures in place to assure sound maintenance and regular inspection of company vehicles?

Yes No

Comments: _____

24. Do we assure that employees using their own vehicles for company use have adequate insurance coverage and ongoing safe driving records?

Yes No

Comments: _____



POST-CRISIS EVALUATION FORM

This worksheet will be completed by the Crisis Management Team (CMT) or individually by each CMT team member following a crisis incident.

1. Describe crisis: _____
2. Time Line: Recognition _____ to response _____
3. How soon was the MetroPower President informed about the crisis?
 within hours within 24 hours within __ days Other _____
4. How soon were other leaders informed about the crisis?
 within hours within 24 hours within __ days Other _____
5. Did we notify the news media of the crisis? Yes No
6. How did we notify the news media? _____
7. If we did not notify the news media, why not? _____
8. Did the media learn of the crisis? Yes No
How and when? _____
9. How effectively did MetroPower respond to media inquiries?
 very effectively somewhat effectively ineffectively
10. How effective was the Crisis Management Team?
 highly effective effective marginally effective
11. What, if any, skills or talents were missing in the make-up of the team?

12. Did the team follow the action plan? Yes No; If not, what were the deviations and why? _____
13. Should these deviations be incorporated into a revised plan? Yes No
14. Did the plan work? Yes No; What could be done more effectively/efficiently and how? _____
15. Does the plan need to be changed in other ways? Yes No; How?



APPENDIX





CONTACT LISTS





CONTACT LIST: ALBANY

EMERGENCY RESPONSE CONTACTS

Albany Police Department

201 W Oglethorpe Blvd,
Albany, GA 31702

911 or (229) 431-2100

Albany Fire Department

320 N Jackson St,
Albany, GA 31701

911 or (229) 431-3262

Dougherty County Sheriff Kevin Sproul

225 Pine Ave,
Albany, GA 31701

911 or (229) 431-2153

State Patrol

830 Liberty Expressway,
SE Albany, GA 31705

(229) 430-6585

FBI

235 W Roosevelt Ave #320,
Albany, GA 31701

(229) 434-1489

OSHA (Savannah)

450 Mall Boulevard, Suite J
Savannah, GA 31406

(912) 652-4393

Poison Control

(800) 222-1222

Albany Utility

401 Pine Ave,
Albany, GA 31701

(229) 883-8330

Georgia GA Power

704 N. Westover Blvd
Albany, GA 31707

(229) 436-3304

Mitchell Electric Corporation

5807 Newton Rd, P.O. Box 3486,
Albany, GA 31706

(229) 436-0070

Georgia 811

3400 Summit Ridge Parkway,
Duluth, GA 30096

811 or (800) 282-7411

Red Cross

Albany

500 Pine Avenue, Suite 104,
Albany, GA 31701

(229) 436-4845

National

(800) 733-2767



CONTACT LIST: ALBANY

HOSPITAL CONTACTS

Phoebe Putney Memorial Hospital

417 W 3rd Ave,
Albany, GA 31701
(229) 312-1000

Phoebe North Campus

2000 Palmyra Rd
Albany, GA 31701
(229) 434-2000

MEDIA

Associated Press (Atlanta)

News Desk

101 Marietta St NW # 2450,
Atlanta, GA 30303
(404) 653-8460

The Albany Herald

News Desk

news@albanyherald.com
126 N Washington St,
Albany, GA 31701
(229) 888-9300

The Albany Herald

Local News Reporter: Jennifer Parks

jennifer.parks@albanyherald.com
126 N Washington St,
Albany, GA 31701
(229) 434-8744



CONTACT LIST: ALBANY

BROADCAST AND RADIO

WALB-TV (NBC 10)

News Desk

news@walb.com
1709 Stuart Avenue,
Albany, Georgia 31707
(229) 347-6805

WFXL-TV (FOX 31)

News Desk

newsdesk@wfxl.com
1201 Stuart Avenue,
Albany, GA 31707
(229) 435-8321

WSST-TV (CBS 51)

News Desk

news@southgatv.com
112 7th Street
South Cordele, GA 31015
(229) 273-0001

WTVM- TV (ABC 9)

News Desk

newsrelease@wtvm.com
1909 Wynnton Rd.,
Columbus, GA 31906
(706) 494-5458

WABW- TV (PBS 25)

News Desk

ask@gpb.org
260 14th Street
NW Atlanta, GA 30318
(404) 685-2400

WSWG-TV (CBS 44)

News Desk

news@southgatv.com
2421 N Slappey Blvd.
Albany, GA 31707
(229) 518-2844

WUNV- FM

News Desk

ask@gpb.org
585 TV Tower RD
Parrott, GA 39877
(229) 420-3210

Georgia Public Broadcasting

News Desk

ask@gpb.org
260 14th Street
NW Atlanta, GA 30318
(800) 222-6006

Cumulus Broadcasting

News Desk

1104 W Broad Ave
Albany GA 31707
(229) 888-5000

iHeart Media

News Desk

809 S Westover Blvd
Albany, GA 31707
(229) 439-9704



CONTACT LIST: ALBANY

GOVERNMENT CONTACTS

Mayor

Dorothy Hubbard

dhubbard@albanyga.gov

222 Pine Ave,
Albany, GA 31701

(229) 431-3244

Commissioner (Ward 2)

Matt Fuller

mfuller@albanyga.gov

629 W. 4th Ave.
Albany, GA 31701

(229) 733-2750

County Administrator

Michael McCoy

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222 Pine Ave Ste 540
Albany, GA 31701

(229) 431-2121

State Senator

Freddie Powell Sims

freddie.sims@senate.ga.gov

110-A State Capitol,
Atlanta, GA 30334

(404) 463-5259

State Representative

CaMia Hopson

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607-B Coverdell Legislative Office Bldg., 18
Capitol Square SW, Atlanta, GA 30334

(404) 656-0287

US Senators

Johnny Isakson

131 Russell Senate Office Building,
Washington DC 20510

(202) 224-3643

David Perdue

455 Russell Senate Office Building,
Washington DC 20510

(202) 224-3521

US Representative

Sanford D. Jr. Bishop

2407 Rayburn House Office Building,
Washington DC 20515

(202) 225-3631



CONTACT LIST: MACON

EMERGENCY RESPONSE CONTACTS

Macon Police Department

3661 Eisenhower Pkwy # 113,
Macon, GA 31206

911 or (478) 751-9134

Macon Fire Department

1111 Rocky Creek Rd,
Macon, GA 31206

911 or (478) 781-0172

Bibb County Sheriff

Leonard Johnson

117 Crescent Street P.O. Box 345
Oglethorpe, GA 31068

911 or (478) 472-6447

State Patrol (Post 15)

450 Larry Walker Parkway
Perry, GA 31069

(478) 988-6740

FBI

201 2nd St #700, Macon, GA 31201

(478) 745-1271

OSHA (Savannah Area Office)

450 Mall Boulevard, Suite J
Savannah, GA 31406

(912) 652-4393

Poison Control

(800) 222-1222

GA Power

960 Key St.
Macon, Georgia 31204

(888) 660-5890

Georgia 811

3400 Summit Ridge Parkway,
Duluth, GA 30096

811 or 1 (800) 282-7411

Red Cross

Macon

195 Holt Ave,
Macon, GA 31201

(478) 743-8671

National

(800) 733-2767



CONTACT LIST: MACON

HOSPITAL CONTACTS

Coliseum Northside Hospital

400 Charter Blvd,
Macon, GA 31210
(478) 757-8200

Beverly Knight Olson Children's Hospital, Navicent Health

888 Pine St,
Macon, GA 31201
(478) 633-5437

Regency Macon

535 Coliseum Dr,
Macon, GA 31217
(478) 803-7300

Medical Center Navicent Health

777 Hemlock St,
Macon, GA 31201
(478) 633-1000

MEDIA

Associated Press (Atlanta)

News Desk

101 Marietta St NW # 2450,
Atlanta, GA 30303
(404) 653-8460

Macon Telegraph

News Desk

breaking@macon.com
1675 Montpelier Ave.,
Macon, GA 31201
(478) 744-4200

Monroe County Reporter

Publisher and editor: Will Davis

publisher@mymcr.net
P.O. Box, 795 50 N. Jackson St,
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(478) 994-2358

The Georgia Post

Managing editor: Victoria Simmons

gapost@pstel.net
58 S Dugger Ave
Roberta, GA 31078
(478) 836-3195



CONTACT LIST: MACON

BROADCAST AND RADIO

WMAC-AM

Operations Manager: Bobby Reed

bobby.reed@cumulus.com

544 Mulberry Street 5th Floor
Macon, GA 31201

(478) 746-6286

WNNG-FM

General Manager: David Cranshaw

georgiaeagleproduction@gmail.com

PO Box 2127 Warner
Robins, GA 31099

(478) 923-3416

WMGT-TV (NBC 41)

News Desk

news@41nbc.com

301 Poplar Street
Macon, GA 31201

(478) 745-7641

WGXA-TV (FOX 24/ABC 16)

News Desk

news@wgxa-tv.com

599 Martin Luther King Jr. Blvd
Macon, GA 31201

(478) 743-0742

WMAZ-TV (CBS 13)

News Desk

news@13wmaz.com

1314 Gray Hwy,
Macon, GA 31211

(478) 752-6397

Georgia Public Broadcasting

News Desk

ask@gpb.org

260 14th Street NW
Atlanta, GA 30318

(800) 222-6006



CONTACT LIST: MACON

GOVERNMENT CONTACTS

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Robert Reichert

customerservice@maconbibb.us

700 Poplar Street
Macon, GA 31201

(478) 751-7170

Commissioner (District 2)

Larry Schlesinger

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700 Poplar Street
Macon, GA 31201

(478) 751-7400

County Manager

Keith Moffett

customerservice@maconbibb.us

700 Poplar Street
Macon, GA 31201

(478) 751 7170

State Senator

David Lucas

david.lucas@senate.ga.gov

110-D State Capitol,
Atlanta, GA 30334

(404) 656-0150

State Representative

James Beverly

james.beverly@house.ga.gov

509-H Coverdell Legislative Office Bldg.,
Atlanta, GA 30334

(404) 656-0220

US Senators

Johnny Isakson

131 Russell Senate Office Building,
Washington DC 20510

(202) 224-3643

David Perdue

455 Russell Senate Office Building,
Washington DC 20510

(202) 224-3521

US Representative

Sanford D. Jr. Bishop

2407 Rayburn House Office Building,
Washington DC 20515

(202) 225-3631



CONTACT LIST: COLUMBUS/FORTSON

EMERGENCY RESPONSE CONTACTS

Columbus/Fortson Police Department

510 E 10th St,
Columbus, GA 31901
911 or (706) 653-3205

Columbus Fire Department

205 E 10th St,
Columbus, GA 31901
911 or (706) 653-3527

Fortson Fire Department

1180 Old River Rd,
Fortson, GA 31808
911 or (706) 576-5559

Muscogee County Sheriff

Donna Tompkins
100 E 10th St,
Columbus, GA 31901
911 or (706) 653-4225

State Patrol (Post 34)

7800 Scenic Heights
Manchester, GA 31816
706-846-3106

FBI

1246 1st Ave,
Columbus, GA 31901
(706) 596-9603

OSHA (Atlanta West Area Office)

1995 North Park Place S.E., Suite 525
Atlanta, GA 30339
(678) 903-7301

Poison Control

(800) 222-1222

Flint Electric Membership Corporation

13334 Macon Rd,
Upatoi, GA 31829
(706) 568-0333

Georgia 811

3400 Summit Ridge Parkway,
Duluth, GA 30096
811 or 1 (800) 282-7411

Red Cross

Columbus
6501 Veterans Parkway, Suite 3B
Columbus, GA 31909
(706) 323-5614

National

(800) 733-2767



CONTACT LIST: COLUMBUS/FORTSON

HOSPITAL CONTACTS

Piedmont Columbus Regional Midtown Campus

710 Center St,
Columbus, GA 31901
(706) 571-1000

St. Francis Hospital

2122 Manchester Expy,
Columbus, GA 31904
(706) 596-4000

Piedmont Columbus Regional Northside

100 Frist Ct,
Columbus, GA 31909
(706) 494-2100

Piedmont Physicians Pediatrics at Midtown Columbus

2000 10th Ave Suite 400,
Columbus, GA 31901
(706) 660-2932

MEDIA

Associated Press (Atlanta)

News Desk

101 Marietta St NW # 2450,
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(404) 653-8460

Columbus Ledger-Enquirer

Reporter: Allie Dean

aedean@ledger-enquirer.com
945 Broadway, Suite 102,
Columbus, GA 31901
(706) 324-5526

The Columbus Times

Reporter: Tanya Gertjegerdes-Williams

columbustimes706@gmail.com
2230 Buena Vista Rd,
Columbus, GA 31906
(706) 324-2404

WXTX-TV Online

Assignment Editor: Poole Raven

rpoole@wtvm.com
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Columbus, GA 31906
(706) 494-5458

WLTZ-TV Online

Web Content Producer: Nami Dockery

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Columbus, GA 31907
(706) 507-7154



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BROADCAST AND RADIO

WXTX-TV (FOX 54)

News Director: Mark Rosen

mrosen@wtvm.com

1909 Wynnton Rd
Columbus, GA 31906
(706) 494-5458

WRBL-TV (CBS 3)

News Director: Gene Kirkconnell

gkirkconnell@wrbl.com

1350 13th Avenue
Columbus, GA 31901
(706) 324-6397

WTVM-TV (ABC 9)

News Desk

newsrelease@wtvm.com

1909 Wynnton Rd
Columbus, GA 31906
(706) 494-5458

WLTZ-TV (NBC 38)

News Desk

News@wltz.com

6140 Buena Vista Rd,
Columbus, GA 31907
(706) 507-6397

WDAK-AM

News Desk

1501 13th Ave.
Columbus, GA 31901
(706) 596-5400

Georgia Public Broadcasting

News Desk

ask@gpb.org

260 14th Street NW
Atlanta, GA 30318
(800) 222-6006



CONTACT LIST: COLUMBUS/FORTSON

GOVERNMENT CONTACTS

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Columbus, Georgia 31901
(706) 225-4712

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City Council (District 2)

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City Manager

Isaiah Hugley

ihugley@columbusga.org

100 E 10th St,
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(706) 653-4029

State Senator

Columbus: Ed Harbison

ed.harbison@senate.ga.gov

432 State Capitol,
Atlanta, GA 30334
(404) 656-0074

Fortson: Randy Robertson

randy.robertson@senate.ga.gov

305-A Coverdell Legislative Office
Building, Atlanta, GA 30334
(404) 463-3931

State Representative

Columbus: Calvin Smyre

calvinsmyre@synovus.com

404-A Coverdell Legislative Office
Building;Atlanta, GA 30334
(404) 656-0109

Fortson: Richard Smith

richard.smith@house.ga.gov

220-A State Capitol;
Atlanta, GA 30334
(404) 656-6831

US Senators

Johnny Isakson

131 Russell Senate Office Building,
Washington DC 20510
(202) 224-3643

David Perdue

455 Russell Senate Office Building,
Washington DC 20510
(202) 224-3521



CONTACT LIST: COLUMBUS/FORTSON

GOVERNMENT CONTACTS CONTINUED

US Representative

Columbus: Sanford D. Jr. Bishop

2407 Rayburn House Office Building,
Washington DC 20515

(202) 225-3631

Fortson: Drew Ferguson

1032 Longworth House Office Building,
Washington DC 20515

(202) 225-5901



CONTACT LIST: BAINBRIDGE

EMERGENCY RESPONSE CONTACTS

Bainbridge Police Department

510 E Louise St,
Bainbridge, GA 39819
911 or (229) 248-2038

Bainbridge Fire Department

404 4th Ramp,
Bainbridge, GA 39817
911 or (229) 248-3011

Decatur County Sheriff

912 Spring Creek Rd,
Bainbridge, GA 39817
911 or (229) 248-3050

State Patrol (Post 14)

229 S. 4th Street
Colquitt, GA 39837
(229) 758-2651

FBI (Tallahassee, FL)

227 N Bronough St # 6300,
Tallahassee, FL 32301
(850) 224-4107

OSHA (Savannah Area Office)

450 Mall Boulevard, Suite J
Savannah, GA 31406
(912) 652-4393

Poison Control

(800) 222-1222

Georgia Power Co

Gt Southern Paper Co Site,
Cedar Springs, GA 39832
(229) 372-4511

Grady Electric Membership Corporation

1499 Highway 84 W,
Cairo, GA 39828
(229) 377-4182

Georgia 811

3400 Summit Ridge Parkway,
Duluth, GA 30096
811 or 1 (800) 282-7411

Red Cross

Albany

500 Pine Avenue, Suite 104
Albany, GA 31701
(229) 436-4845

National

(800) 733-2767



CONTACT LIST: BAINBRIDGE

HOSPITAL CONTACTS

Memorial Hospital And Manor

1500 E Shotwell St,
Bainbridge, GA 39819
(229) 246-3500

OneSource Healthcare (Bainbridge)

406 S West St,
Bainbridge, GA 39819
(229) 246-6417

Amelia Medical Plaza

505 Amelia St,
Bainbridge, GA 39819
(229) 243-6900

MEDIA

Associated Press (Atlanta)

News Desk

101 Marietta St NW # 2450,
Atlanta, GA 30303
(404) 653-8460

The Post-Searchlight

Managing Editor: Powell Cobb

powell.cobb@thepostsearchlight.com
301 N Crawford St,
Bainbridge, GA 39817
(229) 246-2827 ext. 104



CONTACT LIST: BAINBRIDGE

BROADCAST AND RADIO

WXTL-TV (ABC 27)

News Desk

abc27news@wtxl.tv
1620 Commerce Blvd
Midway, FL 32343
(850) 894-6397

WCTV-TV (CBS 6)

News Desk

news@wctv.tv
1801 Halstead Blvd.
Tallahassee, FL 32309
(850) 893-6666

WALB-TV (NBC 10)

News Desk

news@walb.com
1709 Stuart Avenue,
Albany, Georgia 31707
(229) 347-6805

WFXL-TV (FOX 31)

News Desk

newsdesk@wfxl.com
1201 Stuart Avenue
Albany, GA 31707
(229) 435-8321

Georgia Public Broadcasting

News Desk

ask@gpb.org
260 14th Street NW
Atlanta, GA 30318
(800) 222-6006



CONTACT LIST: BAINBRIDGE

GOVERNMENT CONTACTS

Mayor

Edward Reynolds

edwardr@bainbridgecity.com

PO Box 158,
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(229) 246-7200

City Council (Post 1)

Glennie Bench

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(229) 246-1554

County Administrator

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State Senator

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jay.powell@house.ga.gov

301-A Coverdell Legislative Office Bldg.
Atlanta, GA 30334

(404) 656-5141

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Dean Burke

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(404) 656-0040

US Senators

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131 Russell Senate Office Building,
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David Perdue

455 Russell Senate Office Building,
Washington DC 20510

(202) 224-3521

US Representative

Sanford D. Jr. Bishop

2407 Rayburn House Office Building,
Washington DC 20515

(202) 225-3631



CONTACT LIST: TUCKER

EMERGENCY RESPONSE CONTACTS

Tucker Police Department

4451 Lawrenceville Hwy,
Tucker, GA 30084

911 or (678) 937-5301

Tucker Fire Department

1950 W Exchange Pl,
Tucker, GA 30084

911 or (678) 406-7739

DeKalb County Sheriff

Jeffrey L. Mann

4415 Memorial Drive
Decatur, GA 30032

911 or (404) 298-8111

State Patrol (Post 48)

4005 Fulton Industrial Blvd
Atlanta, GA 30336

(404) 699-4368

FBI

22296 Henderson Mill Road,
NE, Suite 200

(770) 216-3000

Poison Control

(800) 222-1222

GA Power

1697 Montreal Cir
Tucker, GA 30084

(888) 660-5890

Georgia 811

3400 Summit Ridge Parkway,
Duluth, GA 30096

811 or 1 (800) 282-7411

Red Cross

Atlanta

1955 Monroe Dr NE,
Atlanta, GA 30324

(404) 876-3302

National

(800) 733-2767



CONTACT LIST: TUCKER

HOSPITAL CONTACTS

Emory at Tucker

1459 Montreal Rd E,
Tucker, GA 30084
(404) 778-7777

Verras Pediatrics

2007 Montreal Rd,
Tucker, GA 30084
(770) 491-1285

WellMed/Atlanta

3469 Lawrenceville Hwy #103,
Tucker, GA 30084
(770) 939-6480

Tucker Medical Center

4445 Cowan Rd,
Tucker, GA 30084
(770) 938-0275

MEDIA

Associated Press (Atlanta)

News Desk

101 Marietta St NW # 2450,
Atlanta, GA 30303
(404) 653-8460

Tucker Times

Editor: Tiffany Jaquins

truthnews@aol.com
3638 Summitridge Dr,
Atlanta, GA 30340
(678) 361-8517

Gwinnett Daily Post

News Desk

news@gwinnettdailypost.com
725 Old Norcross Road,
Lawrenceville, GA 30046
(770) 339-5850

Columbus Ledger-Enquirer

Reporter: Allie Dean

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945 Broadway, Suite 102,
Columbus, GA 31901
(706) 324-5526

Macon Telegraph

News Desk

breaking@macon.com
1675 Montpelier Ave.,
Macon, GA 31201
(478) 744-4200

Atlanta Journal Constitution

News Desk

communitynews@ajc.com
223 Perimeter Center Pkwy
NE, Atlanta, GA 30346
(404) 526-7003



CONTACT LIST: TUCKER

BROADCAST AND RADIO

WSB-TV (ABC 2)

News Desk

newstip@wsbtv.com

1601 West Peachtree St.
NE - Atlanta, GA 30309

(404) 897-6276

WAGA-TV (FOX 5)

News Desk

newstipsatlanta@foxtv.com

1551 Briarcliff Rd
NE Atlanta, GA 30306

(404) 898-0100

WGTV-TV (PBS 8)

News Desk

ask@gpb.org

260 14th Street
NW Atlanta, GA 30318

(800) 222-6006

WXIA-TV (NBC 11)

News Desk

news@11alive.com

One Monroe Place
NE Atlanta, Ga., 30324

(404) 892-1611

WGCL-TV (CBS 46)

News Desk

news@cbs46.com

425 14th Street
NW Atlanta, GA 30318

(404) 325-4646

Georgia Public Broadcasting

News Desk

ask@gpb.org

260 14th Street
NW Atlanta, GA 30318

(800) 222-6006



CONTACT LIST: TUCKER

GOVERNMENT CONTACTS

Mayor

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4119 Adrian Street
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City Council (District 1)

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(678) 597-9040

Pat Soltys

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(678) 597-9040

County Chief Executive Office

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1300 Commerce Drive,
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(404) 371-2881

State Senator

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121-B State Capitol,
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(404) 656-0085

State Representative

Billy Mitchell

billy.mitchell@house.ga.gov

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Atlanta, GA 30334

(404) 656-0126

US Senators

Johnny Isakson

131 Russell Senate Office Building,
Washington DC 20510

(202) 224-3643

David Perdue

455 Russell Senate Office Building,
Washington DC 20510

(202) 224-3521

US Representative

Lucy McBath

1513 Longworth House Office Building,
Washington DC 20515

(202) 225-4501



CONTACT LIST: AMERICUS

EMERGENCY RESPONSE CONTACTS

Americus Police Department

119 S Lee St,
Americus, GA 31709
911 or (229) 924-3677

Americus Fire Department

119 S Lee St # B,
Americus, GA 31709
911 or (229) 924-3213

Sumter County Sheriff

352 Mc Math Mill Rd,
Americus, GA 31719
911 or (229) 924-4094

State Patrol (Southeast Region)

113 William Bowen Pointe
Americus, GA 31719
(229) 931-2397

FBI (Albany)

235 W Roosevelt Ave # 320,
Albany, GA 31701
(229) 434-1489

Poison Control

(800) 222-1222

Sumter Electric Membership Corporation

1120 Felder St,
Americus, GA 31709
(229) 924-8041

Southern Company Service

1020 Southerfield Rd,
Americus, GA 31719
(229) 928-6100

Georgia 811

3400 Summit Ridge Parkway,
Duluth, GA 30096
811 or 1 (800) 282-7411

Red Cross

Albany

500 Pine Avenue, Suite 104
Albany, GA 31701
(229) 436-4845

National

(800) 733-2767



CONTACT LIST: AMERICUS

HOSPITAL CONTACTS

Phoebe Sumter Medical Center

126 US-280,
Americus, GA 31719
(229) 924-6011

Phoebe North Campus

2000 Palmyra Rd
Albany, GA 31701
(229) 434-2000

Phoebe Putney Memorial Hospital

417 W 3rd Ave,
Albany, GA 31701
(229) 312-1000

MEDIA

Americus Times-Recorder

Editor/Publisher: Beth Alston

beth.alston@americustimesrecorder.com
101 GA-27,
Americus, GA 31709
(229) 924-2751 ext. 1004

The Columbus Times

Reporter: Tanya Gertjegerdes-Williams

columbustimes706@gmail.com
2230 Buena Vista Rd,
Columbus, GA 31906
(706) 324-2404

The Americus Sumter Observer

Managing Editor: Sybil Patterson

obsvrj@bellsouth.net
217 Forrest St,
Americus, GA 31709
(229) 924-0880

The Albany Herald

News Desk

news@albanyherald.com
126 N Washington St,
Albany, GA 31701
(229) 888-9300

Columbus Ledger-Enquirer

Reporter: Allie Dean

aedean@ledger-enquirer.com
945 Broadway, Suite 102
Columbus, GA 31901
(706) 324-5526



CONTACT LIST: AMERICUS

BROADCAST AND RADIO

WALB-TV (NBC 10)

News Desk

news@walb.com

1709 Stuart Avenue,
Albany, Georgia 31707

(229) 347-6805

WRBL-TV (CBS 3)

News Director: Gene Kirkconnell

gkirkconnell@wrbl.com

1350 13th Avenue
Columbus, GA 31901

(706) 324-6397

WTVM-TV (ABC 9)

News Desk

newsrelease@wtvm.com

1909 Wynnton Rd
Columbus, GA 31906

(706) 494-5458

WFXL-TV (FOX 31)

News Desk

newsdesk@wfxl.com

1201 Stuart Avenue
Albany, GA 31707

(229) 435-8321

Georgia Public Broadcasting

News Desk

ask@gpb.org

260 14th Street
NW Atlanta, GA 30318

(800) 222-6006



CONTACT LIST: AMERICUS

GOVERNMENT CONTACTS

Mayor

Barry Blount

bblount@americusga.gov

3805 S Casper Drive
New Berlin, WI 53151

101 West Lamar Street,
Americus, Georgia 31709

(229) 924-4411

Alderman (District 5)

Kevin Pless

kpless@americusga.gov

3805 S Casper Drive
New Berlin, WI 53151

101 West Lamar Street,
Americus, Georgia 31709

(229) 924-4411

County Executive

Bill Twomey

btwomey@sumtercountyga.us

500 West Lamar Street P.O. Box 295
Americus, GA 31709

(229) 928-4500

State Senator

Freddie Powell Sims

freddie.sims@senate.ga.gov

110-A State Capitol;
Atlanta, GA 30334

(404) 463-5259

State Representative

Mike Cheokas

mike.cheokas@house.ga.gov

401-C Coverdell Legislative Office Bldg.;
Atlanta, GA 30334

(404) 656-0152

US Senators

Johnny Isakson

131 Russell Senate Office Building,
Washington DC 20510

(202) 224-3643

David Perdue

455 Russell Senate Office Building,
Washington DC 20510

(202) 224-3521

US Representative

Sanford D. Jr. Bishop

2407 Rayburn House Office Building,
Washington DC 20515

(202) 225-3631



CONTACT LIST: VIENNA

EMERGENCY RESPONSE CONTACTS

Vienna Police Department

210 Union St,
Vienna, GA 31092

911 or (229) 268-8459

Vienna Fire Department

211 W Union St,
Vienna, GA 31092

911 or (229) 268-4395

Dooly County Sheriff

Craig Peavy

576 Pinehurst Hawkinsville Rd,
Pinehurst, GA 31070

911 or (229) 645-0920

State Patrol (Southeast Region)

208 Georgia Highway 300
Cordele, GA 31015

(229) 271-4972

FBI (Albany)

235 W Roosevelt Ave # 320,
Albany, GA 31701

(229) 434-1489

OSHA (Savannah Area Office)

450 Mall Boulevard, Suite J
Savannah, GA 31406

(912) 652-4393

Poison Control

(800) 222-1222

Middle Georgia EMC

600 Tippettsville Rd,
Vienna, GA 31092

(800) 342-0144

Georgia 811

811 or 1 (800) 282-7411

Red Cross

Albany

500 Pine Avenue, Suite 104
Albany, GA 31701

(229) 436-4845

National

(800) 733-2767



CONTACT LIST: VIENNA

HOSPITAL CONTACTS

Crisp Regional Health Services

902 7th St N,
Cordele, GA 31015
(229) 276-3100

Dooly County Community Health Center

1212 E Union St,
Vienna, GA 31092
(229) 268-8865

Middle Georgia Pediatric Associates

1303 E Union St,
Vienna, GA 31092
(229) 268-1959

MEDIA

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Vienna, GA 31092
(229) 268-2096

Associated Press (Atlanta)

News Desk
101 Marietta St NW # 2450,
Atlanta, GA 30303
(404) 653-8460



CONTACT LIST: VIENNA

BROADCAST AND RADIO

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News Desk

ask@gpb.org
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Atlanta, GA 30318
(800) 222-6006

WMAC-AM

Operations Manager: Bobby Reed

bobby.reed@cumulus.com
544 Mulberry Street 5th Floor
Macon, GA 31201
(478) 746-6286

WNNG-FM

General Manager: David Cranshaw

georgiaeagleproduction@gmail.com
P.O. Box 2127 Warner
Robins, GA 31099
(478) 923-3416

WMGT-TV (NBC 41)

News Desk

news@41nbc.com
301 Poplar Street
Macon, GA 31201
(478) 745-7641

WGXA-TV (FOX 24/ABC 16)

News Desk

news@wgxa-tv.com
599 Martin Luther King Jr. Blvd
Macon, GA 31201
(478) 743-0742

WMAZ-TV (CBS 13)

News Desk

news@13wmaz.com
1314 Gray Hwy,
Macon, GA 31211
(478) 752-6397



CONTACT LIST: VIENNA

GOVERNMENT CONTACTS

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(City administrator email)

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(229) 268-4744

Protem Walter Brown

203 West Cotton Street

Vienna, Georgia 31092

(229) 268-4744

Council Members

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203 West Cotton Street

Vienna, Georgia 31092

(229) 268-4744

Albert King

203 West Cotton Street

Vienna, Georgia 31092

(229) 268-4744

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Terrell Hudson

walterthudson@hotmail.com

P. O. Box 747

Unadilla, GA 31091

(478) 244-4861

State Senator

Greg Kirk

greg.kirk@senate.ga.gov

121-J State Capitol

Atlanta, GA 30334

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State Representative

Patty Bentley

607-A Coverdell Legislative Office Bldg.

Atlanta, GA 30334

(404) 656-0287

US Senators

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131 Russell Senate Office Building,

Washington DC 20510

(202) 224-3643

David Perdue

455 Russell Senate Office Building,

Washington DC 20510

(202) 224-3521

US Representative

Sanford D. Jr. Bishop

2407 Rayburn House Office Building,

Washington DC 20515

(202) 225-3631



CONTACT LIST: SANTA ROSA BEACH

EMERGENCY RESPONSE CONTACTS

Santa Rosa Beach Police Department

24221 US-331,
Santa Rosa Beach, FL 32459
911 or (850) 892-8186

Santa Rosa Beach Fire Department

485 Mack Bayou Rd,
Santa Rosa Beach, FL 32459
911 or (850) 267-1298

Walton County Sheriff

Michael A. Adkinson

24221 US-331,
Santa Rosa Beach, FL 32459
911 or (850) 892-8186

Highway Patrol (Troop A)

Panama City

6030 County Road 2321
Panama City, FL 32404
(850) 873-7020

FBI (Fort Walton Beach)

25 Walter Martin Rd NE # 200, Fort
Walton Beach, FL 32548
(850) 244-2422

OSHA (Jacksonville Area Office)

Ribault Building, Suite 227 1851 Executive
Center Drive, Jacksonville, FL 32207
(904) 232-2895

Poison Control

(800) 222-1222

Choctawhatchee Electric Cooperative

3906 Hwy 98 W,
Santa Rosa Beach, FL 32459
(850) 892-2111

Regional Utilities of Walton County

4432 US-98,
Santa Rosa Beach, FL 32459
(850) 231-5114

Diggers Hotline

(800) 242-8511

Red Cross

Central Panhandle Office

430 E. 15th Street
Panama City, FL 32405
(850) 763-6587

National

(800) 733-2767



CONTACT LIST: SANTA ROSA BEACH

HOSPITAL CONTACTS

Sacred Heart Hospital

23 Mack Bayou Rd,
Santa Rosa Beach, FL 32459
(850) 278-3000

Sacred Heart Walk-In Clinic

36500 Emerald Coast Pkwy,
Destin, FL 32541
(850) 837-0032

Sacred Heart Hospital On The Emerald Coast

7800 US-98,
Miramar Beach, FL 32550
(850) 278-3000

Nemours Children Hospital

**(Located in Sacred Heart Hospital
On The Emerald Coast)**

7720 US-98,
Miramar Beach, FL 32550
(850) 505-4745

MEDIA

Northwest Florida Daily News

Managing Editor: Wendy Victora

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Fort Walton Beach, FL 32548
(850) 315-4478

The Walton Sun

Publisher: Jim Fletcher

etcher@srpressgazette.com
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Fort Walton Beach, Florida 32548
(850) 315-4432

Associated Press - Tallahassee Bureau

Correspondent: Brendan Farrington

bfarrington@ap.org
336 E College Ave # 301,
Tallahassee, FL 32301
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CONTACT LIST: SANTA ROSA BEACH

BROADCAST AND RADIO

WTVY-TV (CBS 4)

News Desk

news@wtvy.com

285 N Foster Street

Dothan, AL 36303

(334) 792-3195

WJHG-TV (NBC 7)

News Desk

news@wjhg.com

8195 Front Beach Road

Panama City Beach, FL 32407

(850) 233-1977

WMBB-TV (ABC 13)

News Desk

news@wmbb.com

613 Harrison Avenue,

Panama City FL 32401

(850) 763-6000

Florida Public Radio Network

General Manager: David Mullins

dmullins@fsu.edu

1600 Red Barber Plaza

Tallahassee, Florida 32310

(850) 645-6060

WFTW-AM 1260

Station

Cumulus Broadcasting, LLC 225

NW Hollywood Blvd. Fort Walton

Beach, FL 32548

(850) 664-1260



CONTACT LIST: SANTA ROSA BEACH

GOVERNMENT CONTACTS

Mayor (Destin, FL)

Gary Jarvis

gjarvis@cityofdestin.com
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Destin, FL 32541
(850) 837-4242

County Administrator

Larry Jones

jonlarry@co.walton.fl.us
76 North 6th Street
DeFuniak Springs, Florida 32433
(850) 892-8155

State Senator

George B. Gainer

gainer.george.web@flsenate.gov
Northwest Florida State College; 100 East
College Boulevard; Building 330, Room
105 and 112; Niceville, FL 32578
(850) 747-5454

State Representative

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brad.drake@myfloridahouse.gov
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Monroe Street; Tallahassee, FL 32399-1300
(850) 717-5005

US Senators

Marco Rubio

284 Russell Senate Office Building
Washington DC 20510
(202) 224-3041

Rick Scott

716 Hart Senate Office Building
Washington DC 20510
(202) 224-5274

US Representative

Matt Gaetz

1721 Longworth House Office Building,
Washington DC 20515
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CONTACT LIST: TALLAHASSEE

EMERGENCY RESPONSE CONTACTS

Tallahassee Police Department

234 E 7th Ave,
Tallahassee, FL 32303
911 or (850) 891-4200

Tallahassee Fire Department

327 N Adams St,
Tallahassee, FL 32301
911 or (850) 891-6600

Leon County Sheriff

2825 Municipal Way,
Tallahassee, FL 32304
911 or (850) 606-3300

Highway Patrol (Troop H)

2100 Mahan Dr.
Tallahassee, FL 32308
(850) 410-3046

FBI (Tallahassee)

227 N Bronough St # 6300, Tallahassee,
FL 32301
(850) 224-4107

OSHA (Jacksonville Area Office)

Ribault Building, Suite 227 1851 Executive
Center Drive, Jacksonville, FL 32207
(904) 232-2895

Poison Control

(800) 222-1222

Talquin Electric Co-Op

6724 Thomasville Rd,
Tallahassee, FL 32312
(850) 893-6853

Florida Electric Inc

4525 Capital Cir NW # J19,
Tallahassee, FL 32303
(850) 574-3355

Teco Energy Inc

106 E College Ave # 630,
Tallahassee, FL 32301
(850) 681-6785

Sunshine 811

Sunshine 811 11 Plantation Rd
DeBary, FL 32713
(800) 432-4770 or 811

Red Cross

Tallahassee

1115 Easterwood Drive
Tallahassee, FL 32311
(850) 878-6080

National

(800) 733-2767



CONTACT LIST: TALLAHASSEE

HOSPITAL CONTACTS

Capital Regional Medical Center

2626 Capital Medical Blvd,
Tallahassee, FL 32308

(850) 325-5000

Tallahassee Memorial HealthCare

1300 Miccosukee Rd,
Tallahassee, FL 32308

(850) 431-1155

Neighborhood Medical Center

438 W Brevard St,
Tallahassee, FL 32301

(850) 224-2469

Tallahassee Memorial Emergency Center - Northeast

1260 Metropolitan Blvd,
Tallahassee, FL 32312

(850) 422-5413

MEDIA

Associated Press - Tallahassee Bureau

Correspondent: Brendan Farrington

bfarrington@ap.org

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Thomasville Times-Enterprise

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tammi.mott@gafnews.com

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Tallahassee Democrat

Local News Reporter: Nada Hassanein

nhassanein@tallahassee.com

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(850) 599-2199

Perry News-Herald

Managing Editor: Angela Castelucci

newsdesk@perrynewspapers.com

123 S. Jefferson Street
Perry, Florida 32347

(850) 584-5513

Monticello News

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emerald@greenepublishing.com

247 West Washington St P.O. Box 30,
Monticello, GA 31064

(850) 997-3568

Madison County Carrier

Publisher and Editor: Emerald Greene

emerald@greenepublishing.com

1695 FL-53,
Madison, FL 32340

(850) 973-4141



CONTACT LIST: TALLAHASSEE

BROADCAST AND RADIO

Capitol News Service

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mikev@flanews.com

311 N Adams St,
Tallahassee, FL 32301

(850) 445-5111

Florida Public Radio Network

General Manager: David Mullins

dmullins@fsu.edu

1600 Red Barber Plaza
Tallahassee, Florida 32310

(850) 645-6060

WFSU-TV

News Desk

mail@wfsu.org

1600 Red Barber Plaza,
Tallahassee, FL 32310

(850) 645-7200

WTLH-TV (FOX 49)

Public Service: Ashley Smith

asmith@fox49.com

8440 Deerlake South
Tallahassee, FL 32312

(850) 893-4140

WTWC-TV (NBC 40)

Program Director: Scott Bradsher

sbradsher@sbgnet.com

8440 Deerlake South
Tallahassee, FL 32312

(850) 893-4140

WCTV-TV (CBS 6)

News Desk

news@wctv.tv

1801 Halstead Blvd.
Tallahassee, FL 32309

(850) 893-6666

WXTL-TV (ABC 27)

News Desk

abc27news@wtxl.tv

1620 Commerce Blvd
Midway, FL 32343

(850) 894-6397

WFLA-FM

Area President: Paul Rogers

paulrogers@iheartmedia.com

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(850) 422-3107



CONTACT LIST: TALLAHASSEE

GOVERNMENT CONTACTS

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301 S Monroe St.
Tallahassee, FL 32301
(850) 606- 5363

County Executive

Vincent S. Long

LongV@LeonCountyFL.gov
301 S. Monroe St.
Tallahassee, FL 32301
(850) 606-5300

State Senator

Bill Montford

montford.bill.web@flsenate.gov
20 East Washington Street; Suite D;
Quincy, FL 32351
(850) 627-9100

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loranne.ausley@myfloridahouse.gov
1001 The Capitol;402 South Monroe Street;
Tallahassee, FL 32399-1300
(850) 717-5009

US Senators

Marco Rubio

284 Russell Senate Office Building
Washington DC 20510
(202) 224-3041

Rick Scott

716 Hart Senate Office Building
Washington DC 20510
(202) 224-5274

US Representative

Al Lawson

1406 Longworth House Office Building,
Washington DC 20515
(202) 225-0123



CONTACT LIST: JACKSONVILLE

EMERGENCY RESPONSE CONTACTS

Jacksonville Police Department

501 E Bay St,
Jacksonville, FL 32202
911 or (904) 630-7600

Jacksonville Fire Department

6272 Powers Ave,
Jacksonville, FL 32217
911 or (904) 630-0434

Duval County Sheriff

Mike Williamsa

501 E Bay St,
Jacksonville, FL 32202
911 or (904) 630-0500

Highway Patrol - Troop G

7322 Normandy Blvd,
Jacksonville, FL 32205
(904) 695-4000

FBI (Jacksonville)

6061 Gate Pkwy N,
Jacksonville, FL 32256
(904) 248-7000

OSHA (Jacksonville Area Office)

Ribault Building, Suite 227 1851 Executive
Center Drive, Jacksonville, FL 32207
(904) 232-2895

Poison Control

(800) 222-1222

Oates Energy

14286 Beach Blvd #12,
Jacksonville, FL 32250
(800) 717-9811

Beaches Energy Services

11 3rd St N,
Jacksonville Beach, FL 32250
(904) 247-6241

JEA

21 W Church St,
Jacksonville, FL 32202
(904) 665-6000

Sunshine 811

Sunshine 811 11 Plantation Rd
DeBary, FL 32713
(800) 432-4770 or 811

Red Cross

Jacksonville

751 Riverside Ave,
Jacksonville, FL 32204
(904) 358-8091

National

(800) 733-2767



CONTACT LIST: JACKSONVILLE

HOSPITAL CONTACTS

UF Health Jacksonville

655 8th St W,
Jacksonville, FL 32209
(904) 244-0411

Memorial Hospital

3625 University Blvd S,
Jacksonville, FL 32216
(904) 702-6111

Baptist Hospital

800 Prudential Dr,
Jacksonville, FL 32207
(904) 202-2000

Mayo Clinic

4500 San Pablo Rd S,
Jacksonville, FL 32224
(904) 953-2000

Wolfson Children's Hospital

800 Prudential Dr,
Jacksonville, FL 32207
(904) 202-8000

MEDIA

Jacksonville Daily Record

News Desk

info@jaxdailyrecord.com
10 N. Newnan St.
Jacksonville, FL 32202
(904) 356-2466

The Florida Times - Union

Local News Reporter: David Bauerlein

david.bauerlein@jacksonville.com
1 Riverside Avenue
Jacksonville, Florida 32202
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The St. Augustine Record

Newsroom Lead: Stuart Korfhage

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Golden Isles News

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Associated Press - Tallahassee Bureau

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CONTACT LIST: JACKSONVILLE

BROADCAST AND RADIO

WJAX-TV (CBS 47)

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phead@actionnewsjax.com

11700 Central Pkwy,
Jacksonville, FL 32224

(904) 564-1599

WFOX-TV (FOX 30)

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WJXT-TV (ABC 4)

News Desk

producer@wjxt.com

4 Broadcast Place
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(904) 393-9844

WTLV-TV (NBC 12)

News Desk

news@firstcoastnews.com

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(904)354-1212

WFOY-AM

Owner/President: Kris Phillips

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(904) 797-1955 ext. 5

WBOB-FM

Vice President/General Manager: Henry Hoot

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(904) 470-4615



CONTACT LIST: JACKSONVILLE

GOVERNMENT CONTACTS

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421 W Church St,
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District Council (District 4)

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Jacksonville, FL 32202
(904) 255-5204

State Senator

Audrey Gibson

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101 East Union Street; Suite 104;
Jacksonville, FL 32201
(904) 359-2553

State Representative

Clay Yarborough

clay.yarborough@myfloridahouse.gov
222 The Capitol; 402 South Monroe Street;
Tallahassee, FL 32399-1300
(850) 717-5012

US Senators

Marco Rubio

284 Russell Senate Office Building
Washington DC 20510
(202) 224-3041

Rick Scott

716 Hart Senate Office Building
Washington DC 20510
(202) 224-5274

US Representative

John Rutherford

1711 Longworth House Office Building,
Washington DC 20515
(202) 225-2501



TEMPLATE MEDIA STATEMENTS





SAMPLE: EMPLOYEE INJURY OR FATALITY

FOR IMMEDIATE RELEASE

<MONTH> <DAY>, <YEAR>

For Information:

James Madlom
Mueller Communications
(414) 390-5500

STATEMENT OF METROPOWER < TITLE> < INDIVIDUAL>

ALBANY – MetroPower <title>, <individual> issued the following statement today:

At approximately <time>, <day of the week> a MetroPower employee <description of injury and cause > while working on < project and location>.

Our thoughts and prayers are with our colleague and his family at this difficult time.

The health and safety of our employees is our number one priority. We will be working to assess what happened on the site, determine the cause and see if there are ways that our processes and procedures can be improved.

We are also working closely with <relevant investigating agency> as they examine the cause of the accident..

ABOUT METROPOWER

MetroPower is an employee-owned company that, for over 30 years, has served the electrical construction & service needs of residential, industrial, institutional, and commercial communities throughout the United States. Over that time, MetroPower has gained a tremendous amount of knowledge and experience with a variety of clients. All work is meticulously completed in a timely fashion with pride, trust, and value ultimately resulting in total customer satisfaction. It has grown to do business as MetroPower & ESS throughout the southeast.

###



SAMPLE: ON-SITE FIRE/EXPLOSION/GAS LEAK

FOR IMMEDIATE RELEASE

<MONTH> <DAY>, <YEAR>

For Information:

James Madlom
Mueller Communications
(414) 390-5500

STATEMENT OF METROPOWER < TITLE> < INDIVIDUAL>

ALBANY - MetroPower <title>, <individual> issued the following statement today:

At approximately <time>, <day of the week> an <explosion/fire/gas leak> occurred at <location and project>.

We appreciate the excellent work of our employees and first responders in identifying and addressing the issue and preventing any injury to anyone on the job site or in the community.

We are working closely with the <city> Fire Department as well as the <city> Police Department to assess the cause. We are hopeful that we will be able to return to work on this project shortly.

ABOUT METROPOWER

MetroPower is an employee-owned company that, for over 30 years, has served the electrical construction & service needs of residential, industrial, institutional, and commercial communities throughout the United States. Over that time, MetroPower has gained a tremendous amount of knowledge and experience with a variety of clients. All work is meticulously completed in a timely fashion with pride, trust, and value ultimately resulting in total customer satisfaction. It has grown to do business as MetroPower & ESS throughout the southeast.

###



SAMPLE: NATURAL DISASTER

FOR IMMEDIATE RELEASE

<MONTH> <DAY>, <YEAR>

For Information:

James Madlom
Mueller Communications
(414) 390-5500

STATEMENT OF METROPOWER < TITLE> < INDIVIDUAL>

ALBANY - MetroPower <title>, <individual> issued the following statement today:

At approximately <time>, <day of the week> it was discovered that
<insert relevant details>:

We are thankful that no one was injured in last night's <storms/flooding/etc.>. We are working closely with the <city> Fire Department as well as the <city> Police Department on this matter and because details regarding the situation are still forthcoming, we cannot release additional information at this time.

We are hopeful that we will be able to return to work on this project shortly.

ABOUT METROPOWER

MetroPower is an employee-owned company that, for over 30 years, has served the electrical construction & service needs of residential, industrial, institutional, and commercial communities throughout the United States. Over that time, MetroPower has gained a tremendous amount of knowledge and experience with a variety of clients. All work is meticulously completed in a timely fashion with pride, trust, and value ultimately resulting in total customer satisfaction. It has grown to do business as MetroPower & ESS throughout the southeast.

###



MEDIA RESOURCES & GUIDELINES





COMMUNICATIONS GUIDE

The following list is the basis of a communication guide for handling the public relations response to an identified situation. Although each situation is unique and will have its own special circumstances, this plan is a framework the CMT can adapt as necessary.

1. Develop internal audience communications strategy

- a. Develop a formal statement.
- b. Determine best communications modes to brief employees (e.g. official statement, email, telephone, etc.)
- c. Brief all employees and contracted employees. (Employees will be reminded that no one is to speak on behalf of the business or to the news media except those authorized.)
- d. Employees will be instructed to keep logs to track all inquiries and to channel all news media calls to a single source designated by the CMT.
- e. Brief any additional internal audiences.

2. Develop external audience communication strategy

- a. Identify appropriate external audiences.
- b. Determine best communications modes to brief external audiences (e.g. official statement, email, telephone, social, etc.)
- c. Consider the following questions:
 - What are our immediate communications/public relations goals?
 - Are our communications/public relations goals consistent with our actions concerning the situation?
 - Are we addressing the ongoing integrity and quality of our brand and products?
 - What long-term impact could result from our statement(s)?
 - Are we taking best advantage of news deadlines?
 - Are there particular aspects of the emergency that merit special attention or response?
 - What comments are being made on social media?

3. Draft the statement(s):

- a. What are the three most important points we want to make and messages we want to convey?
- b. Is our information factual?
- c. Have we answered specific questions about the situation, including: who, what, when, where, why, how much?
- d. How should we respond to stories already printed / broadcast about the event? Are corrections needed?
- e. Is our message consistent with our values?

4. Communicate to appropriate news media

- a. The CMT will alert the news media proactively, as appropriate, or upon inquiry
- b. The media response will be monitored via clipping service



COMMUNICATIONS GUIDE (CONTINUED)

FOLLOW-UP STRATEGIES

1. Monitor, Survey and Respond

- a. CMT designee will continue to monitor and survey internal and external audiences to determine perceptions of the situation. He/she will:
- b. Review mail, email and social media
- c. Maintain telephone logs
- d. Monitor news clipping service, news broadcasts and specific social media pages (via manual searches or real time monitoring services)
- e. Conduct and assess interviews with key people
- f. Respond in a proactive manner to uphold the integrity of the organization

2. Maintain Media Updates

- a. Prepare and follow a regular and consistent media briefing schedule
- b. Assign a second spokesperson to shift the focus of the response and diminish the importance of the story
- c. Address social media commentary, as necessary

3. Evaluate Communications Response and Modify Plan, if needed

- a. The CMT will meet to evaluate the success in handling the situation
- b. Revise the Crisis Communications Plan, if necessary
- c. Administer drills and training, as needed



TEN CRISIS COMMANDMENTS

1. BE PREPARED.

Develop crisis management, emergency response and crisis communication plans with senior management. Designate a Crisis Management Team.

2. MOVE FAST.

Follow your emergency response plan and get things under control as quickly as possible. The first 24 hours will be the most critical. What you do the first day will drive everything that happens afterward.

3. DON'T FREEZE OR FUSS.

Set a plan and follow it. Don't be pushed off course by changing events or reactions.

4. ASK FOR HELP WHEN YOU NEED IT.

Delegate tasks. You can't do two jobs at once when you're in a crisis.

5. CONTROL THE FLOW OF INFORMATION.

Designate spokesperson(s) through whom you will channel all information and make sure everyone knows how to reach them.

6. GET TO THE MEDIA BEFORE THEY GET TO YOU.

Develop a fact sheet and update it on a regular basis. Distribute updated fact sheets to key audiences quickly.

7. TELL IT ALL AND TELL IT FAST.

Hiding, holding back, refusing to talk or delaying will send rumors flying beyond control.

8. DON'T LIE/CORRECT MEDIA ERRORS.

If you don't know the answer, say you'll get back to them. Additionally, if the media reports something inaccurately, correct it promptly.

9. BE AVAILABLE.

Establish a hotline system to handle all calls for information. Keep records of all calls to help the Crisis Management Team manage the situation.

10. THINK AHEAD.

Prepare a damage control plan and put people to work on it immediately.



TOP TIPS FOR WORKING WITH THE MEDIA

1. BE PREPARED.

Know your facts, know your audience. You will always have some notice before a media interview (except in some ambush situations). Take the time to jot down and review key messages. Please do not try to improvise or add to approved messages and statements. Never wing it!

2. DON'T REPEAT NEGATIVES.

If the reporter asks a negative, loaded or offensive question, turn it around into a positive. Don't repeat the negative -- they're looking for a negative soundbite. When answering a negative question, neutralize the negative first, then bridge to one or two pertinent points that will present a more positive view.

3. BE CLEAR, CONCISE AND HONEST.

Don't lie. Find out the facts before the interview or speech and don't exaggerate - it could come back to damage you. Speak in soundbites or paragraphs. Watch to see what quotes reporters use. Short answers are better than long ones, but don't give one word answers. Don't feel as though you must explain every answer, just answer the question and don't ramble on. Your parenthetical responses can turn out to be the quote used and may detract from your main point or get you in trouble. Stay away from technical jargon.

4. FORGET "NO COMMENT."

If you don't know the answer, don't speculate or say, "No comment." Instead, give a good reason for not being able to answer it and refer the questioner to someone who can answer the question or offer to get the information. "No comment" implies you have something to hide, you are uninformed or you are guilty. The following responses are better:

- "I don't know the answer, but I will try to get it for you."
- "<< NAME >> of our staff can give you better information. I'll have you talk to << NAME >>"

5. STAY AWAY FROM "OFF THE RECORD."

There is no such thing as an "off the record" statement. Statements made to help provide background are subject to being quoted. Always assume a video or audio recorder is running. Most reporters or photographers will say "rolling" or "recording," but some are hoping to catch you off guard. Some may refer to comments made before the camera is rolling during an interview to make you put the information on the record. The camera never blinks; photographers or technical assistants may be listening when you're not aware of it.



TOP TIPS FOR WORKING WITH THE MEDIA

6. LISTEN TO THE QUESTIONS.

By allowing time to prepare for an interview, you should be able to anticipate and respond to a variety of questions. If a question contains negative language, don't repeat the negative. If you are unsure of the question, rephrase it before answering. A reporter's direct question deserves a direct answer, but you can use a steering phrase to make a transition to one of your talking points.

- "That's one reason, but the real reason is..."
- "While some people think that, the facts are..."
- "You have a good point, but I want you to know..."
- "Yes. Furthermore..."

7. SUPPORT YOUR MESSAGE.

Be prepared to appropriately use examples, facts, statistics, quotes, analogies, anecdotes, personal experience and graphics to help illustrate and emphasize your point. Use examples and data that average people can relate to easily. If you say it will cost \$4 million, also break that down to dollars per person (i.e., \$635 per person).

8. WORK WITH THE REPORTER/PHOTOGRAPHER.

Ask how you can be cooperative. If the subject matter is negative, set a time limit for the interview. Then you have an excuse to cut it off or you can decide if it should go on longer. Never argue with the reporter, even if s/he provokes it.

Correct major factual errors or misrepresentations immediately, but don't quarrel about minor errors. This can help to avoid other reporters from making a similar mistake in the future. Let the reporter know where you can be reached if s/he has more questions. Likewise, find out how you can reach the reporter if you have more information or need to correct or clarify a statement you have made.

9. MAKE SURE THE SETTING IS APPROPRIATE.

If the subject matter is positive, have a company logo or some other identifiable object nearby, such as a product or poster, so you are identified with the company. If the subject is negative, use a neutral location. Make sure the area is "sanitized" to present a good impression of you and your company and because reporters can read upside-down.

10. APPEARANCE COUNTS.

Try not to let what you are wearing interfere with your message, whether the interview is being videotaped or not. Dark colors work best. Stay away from white. Don't wear stripes or herringbone. Don't wear large or unusual jewelry. Don't wear light-sensitive glasses or sun glasses. Take a minute to relax before the interview.



DEALING WITH THE MEDIA IN A CRISIS

DO:

- Centralize incoming and outgoing information flow
- Release only verified information
- Release info of those treating injured persons
- Give out name and number of police spokesperson for follow up
- Escort news media everywhere on the emergency site
- Have a designated spokesperson
- Keep accurate logs of inquires and coverage
- Provide equal opportunities for print and electronic media
- Work with police to agree on information that can/can't be released
- Decide on three main talking points and one “bottom line” quote
- Support the method with statistics, visuals, etc.
- Be honest, concise
- Stay away from “off the record”
- Make yourself available to the press
- Communicate your message proactively or the media attention will escalate

DON'T

- Release individual's name who was involved in injury/fatality until the family has been notified
 - » May give out general information: gender, age, acknowledge its an employee
- Give the media access to families of injured or killed without their express permission
- Speculate on causes of emergency
- Speculate on resumption of normal operations
- Speculate on outside effects of the emergency
- Speculate on dollar value of losses
- Interfere with legitimate duties of news people
- Permit unauthorized spokesperson to comment to media
- Attempt to mislead the media
- Place blame for the emergency



KEY MEDIA QUESTIONS

Statements released to the media can work for your interest. It's important for the CMT to give careful consideration to not only the statements made, but also the ramifications of the statements. Members of the team should consider the wide range of questions a reporter will likely ask and, even when the team doesn't yet have the answer, agree on a response to the media.

1. Key questions to be addressed include:

- What is our statement?
- What are the main points and key messages we want to get across?
- What is the best way to present it?
 - » News Conference
 - » News Release or Written Statement
 - » Phone Calls
 - » E-mail
- What informational materials need to be prepared? (News release, information kit, organization chart, graphics, and maps).
- What photos are available (that are appropriate to use)?
- How will the receptionist relay media calls?
- Should a separate line be set up for media inquiries?
- What are our prepared answers?

2. What the media will ask in specific emergency situations?

- Standard questions reporters ask:
 - » What happened? When?
 - » Who did it happen to?
 - » What was the cause?
 - » How was it discovered?
 - » Will this affect your licensing?
 - » What role will the regulatory agencies play in this?
 - » Were there any injuries? How bad?
 - » How much damage has been caused?
 - » What's the potential for continued injuries or danger?
 - » Any previous indications of danger?
 - » Number of people engaged in rescue and relief operations?
 - » How was the emergency prevented from spreading?
 - » Were there any acts of heroism?
 - » Who's responsible?
 - » What went wrong?
 - » Who summoned aid?
 - » What was the timeline of the emergency?
 - » What are the policies / procedures to address the emergency?
 - » When will more information be available?
 - » Any injuries?
 - » Any deaths?



KEY MEDIA QUESTIONS (CONTINUED)

- When there is a loss of life, injuries or abuse, the media will ask:
 - » Number of people killed, harmed or injured?
 - » Who escaped injury?
 - » Nature of the injuries / harm?
 - » Care given to the injured?
 - » Location of the dead?
 - » Prominence of anyone who was killed? Injured or uninjured?
 - » What went wrong?
 - » Have families been notified?
 - » Which hospital have the injured been transported to?
- When there is property damage the media will ask:
 - » Estimated value of the loss?
 - » Description – kind of building, etc.?
 - » Importance of property, e.g. historic value?
 - » Other property threatened?
 - » Previous emergencies in the same area?
 - » Insured?
- When there is a union dispute the media will ask:
 - » What happened?
 - » Why are these employees upset?
 - » When did they begin protesting?
 - » How do you respond to the union’s allegations?
 - » Has there been a resolution?
- When there is a natural disaster the media will ask:
 - » Have you assessed the amount of damage done?
 - » What was the most affected part of the construction site?
 - » Was anyone hurt or killed?
 - » How much of the damage will insurance cover?
 - » When do you expect to be up and running again?
 - » What is your next step in this process?
- The media will ask about causes:
 - » Number of participants?
 - » Any eyewitnesses? Testimonies?
 - » What did key responders, government regulatory agencies, crisis management team, police, fire, etc. say? Testimonies?
 - » How was the incident discovered?
 - » Who sounded the alarm (if appropriate)?
 - » Who called for help?
 - » Any previous warning or indications of the problem, concern or danger?



KEY MEDIA QUESTIONS (CONTINUED)

- Where there is rescue or relief effort involved, the media will want to know:
 - » How many people or emergency crews and which crews engaged in rescue or relief operations?
 - » Any prominent persons in the relief crew?
 - » Equipment needs? Used?
 - » Handicaps or barriers to rescue operations?
 - » How are you caring for the injured or effected people?
 - » How did you prevent the emergency from spreading?
 - » Any specific acts of heroism?
- Reporters will want descriptions of the crisis or disaster:
 - » Any injured or arrested?
 - » Did the offender use a weapon?
 - » Any rescues or attempted rescues?
 - » Length of crisis?
 - » What kind of property damage was sustained (if appropriate)?
 - » Flames (if appropriate)?
- Related information and story details are important to reporters as well. They will want information such as:
 - » Number of spectators (crowd control necessary)?
 - » Unusual happenings?
 - » Anxiety, stress of clients, families or guardians?
 - » Anxiety, stress of survivors?
 - » Further potential danger?
 - » Difficulty in dealing with the problem (weather, crowds, lack of equipment, physical danger)?
- Disasters often prompt legal ramifications, reporters will want to know about:
 - » Regulatory agencies follow up?
 - » Inquests, coroner's report?
 - » Police follow up?
 - » Insurance company actions?
 - » Professional negligence or inaction?
 - » Possible lawsuits stemming from the incident?
- Logical questions to serve both reporters' needs and yours:
 - » Where is the nearest sheriff's office?
 - » Where is the nearest hospital?
 - » Where are the nearest hotels?
 - » Access to telephones?



KEY MEDIA QUESTIONS (CONTINUED)

- Regarding evacuation (if appropriate):
 - » How large an area?
 - » How many people?
 - » For how long?
 - » Where to?
 - » Facilities involved?
 - » Agencies involved?
 - » When will it be over?
- Data the media may request:
 - » Statistics on the history of the company?
 - » Was there a physical confrontation?
 - » What happened?
 - » Who was involved?
 - » What is the extent of the property damage (if appropriate)?
 - » Has the emergency affected operations, jeopardized the lives of other employees, or other businesses in the area?
 - » Is there an estimated cost of the disaster?
 - » What is the approximate time before normal operations can be resumed?
 - » Is it well known in the area that a problem has occurred?



KEY GOVERNMENT QUESTIONS

The following are some questions to consider prior to communicating with government officials and/or regulatory agencies:

- Has internal protocol been followed?
- Who should be notified first?
- Which team member will notify each branch of government?
- When and how should the message be delivered?
 - » Through the media
 - » Phone call
 - » Fax
 - » E-mail
 - » Social media
 - » Mail
 - » Delivery service
- How do we verify that the message was received and actions are being carried out?