



CRISIS COMMUNICATIONS PLAN

# PPC | PIEPER ELECTRIC

PREPARED BY MUELLER COMMUNICATIONS, LLC

FALL 2019

Plan available online at [www.muellercommunications.com/ppc-partners](http://www.muellercommunications.com/ppc-partners)

# TABLE OF CONTENTS

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

<b>Introduction</b> .....	<b>1</b>
Statement of purpose .....	2
Crisis plan introduction & usage guide .....	3
<b>Crisis Management Team</b> .....	<b>4</b>
CMT roles & responsibilities .....	6
Team roster/phone tree .....	8
<b>Determining Crisis Severity</b> .....	<b>9</b>
Potential crisis scenarios, by level of severity .....	10
<b>Crisis Materials</b> .....	<b>11</b>
Crisis checklist .....	12
Incident information fact sheet .....	15
Key audiences & communications material .....	18
Media protocol .....	19
Call log .....	21
Social media protocol .....	22
<b>Crisis Review &amp; Evaluation</b> .....	<b>23</b>
Annual crisis review form .....	24
Post-crisis evaluation form .....	27
<b>Appendix</b> .....	<b>28</b>
Contact lists .....	29
<i>i. New Berlin</i> .....	30
<i>ii. Kenosha</i> .....	34
<i>iii. Middleton</i> .....	38
<i>iv. Merrill</i> .....	42
<i>v. Neenah</i> .....	46
<i>vi. Park Falls</i> .....	51
<i>vii. Janesville</i> .....	54
<i>viii. Green Bay</i> .....	58
Template media statements .....	62
<i>i. Employee injury or fatality</i> .....	63
<i>ii. On-site fire/explosion/gas leak</i> .....	64
<i>iii. Natural disaster</i> .....	65
Media resources & guidelines .....	66
<i>i. Communications guide</i> .....	67
<i>ii. Ten crisis communications tips</i> .....	69
<i>iii. Top tips for working with the media</i> .....	70
<i>iv. Dealing with the media in a crisis</i> .....	72
<i>v. Key media questions</i> .....	73
<i>vi. Key government questions</i> .....	77



# INTRODUCTION



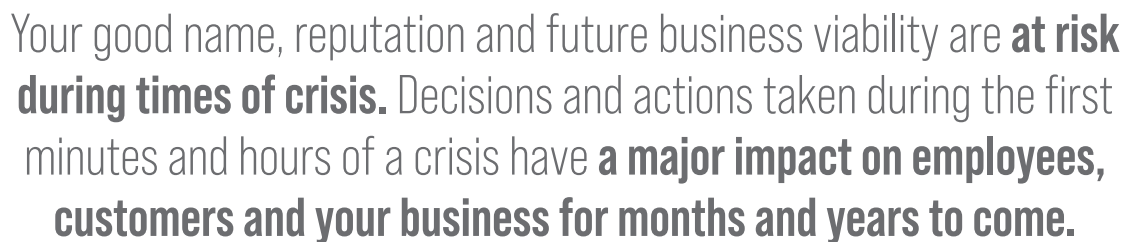



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# STATEMENT OF PURPOSE

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, PPC Partners 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, PPC Partners 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 PPC Partners leadership with the tools to communicate in an efficient and credible way.



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# 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.



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# **CRISIS MANAGEMENT TEAM**

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# CRISIS MANAGEMENT TEAM (CMT)

The CMT is responsible for addressing the communications response related to any PPC Partners 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.



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# 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.





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# 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**  
CEO | PPC PARTNERS  
o: [262] 879-8462  
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jim.ditter@ppcpartnersinc.com

→ **Edwin Garcia**  
CHIEF PEOPLE OFFICER | PPC PARTNERS  
o: [770] 670-2982  
c: [404] 661-2868  
edwin.garcia@metropower.com

→ **Mueller Communications**  
o: [414] 390-5500 - available 24/7

★ CMT Chairperson

↓ **Rick Parra**  
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# **DETERMINING CRISIS SEVERITY**

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# 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





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# 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

- PPC Partners 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
- PPC Partners 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



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# 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?





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# 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



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# 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](mailto:jim.ditter@ppcpartnersinc.com)

and

### James Madlom

Mueller Communications

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

C: (414) 364-6103

[JMadlom@muellercommunications.com](mailto: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





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# 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 PPC Partners 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 PPC Partners' behalf.** Third-party supporters can play an instrumental role in protecting PPC Partners' 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 PPC Partners 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.”)





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# **CRISIS REVIEW & EVALUATION**

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# 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 PPC Partners 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 PPC Partners 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





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# CONTACT LISTS

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# CONTACT LIST: NEW BERLIN

## EMERGENCY RESPONSE CONTACTS

### **New Berlin Police Department**

16300 W National Ave,  
New Berlin, WI 53151  
911 or (262) 782-6640

### **New Berlin Fire Department**

16300 W National Ave,  
New Berlin, WI 53151  
911 or (262) 785-6120

### **Waukesha County Sheriff Eric J. Severson**

515 W Moreland Blvd.  
Waukesha, WI 53188  
911 or (262) 446-5070

### **Milwaukee Police Department**

749 W State Street,  
Milwaukee WI 53233  
911 or (414) 933-4444

### **Milwaukee Fire Department**

711 West Wells Street,  
Milwaukee, WI 53233  
911 or (414) 286-8948

### **Milwaukee County Sheriff Earnell R. Lucas**

821 W State St,  
Milwaukee, WI 53233  
(414) 278-4788

### **State Patrol (Southeast Region)**

21115 E Moreland Blvd,  
Waukesha, WI 53186  
(262) 785-4700

### **FBI (Milwaukee)**

3600 S Lake Dr,  
St Francis, WI 53235  
(414) 276-4684

### **OSHA (Milwaukee)**

310 W Wisconsin Ave #1180  
Milwaukee, WI 53203  
(414) 297-3315

### **Poison Control**

(800) 222-1222

### **WE Energies**

1830 S West Ave,  
Waukesha, WI 53189  
(800) 242-9137

### **24 hours**

(800) 662-4797

### **Headquarters (Company Office)**

231 W. Michigan St.,  
Milwaukee, WI 53203  
(414) 221-2345

### **Diggers Hotline**

14100 W National Ave,  
New Berlin, WI 53151  
(800) 242-8511

### **Red Cross Milwaukee**

2600 W Wisconsin Ave,  
Milwaukee, WI 53233  
(414) 342-8680

### **National**

(800) 733-2767





# CONTACT LIST: NEW BERLIN

## HOSPITAL CONTACTS - WAUKESHA COUNTY

### **Waukesha Memorial Hospital - ProHealth Care**

725 American Ave,  
Waukesha, WI 53188  
(262) 928-1000

### **Froedtert Hospital**

9200 W Wisconsin Ave,  
Milwaukee, WI 53226  
(414) 805-3666

### **Froedtert Hospital Reserve Hospital**

4805 S Moorland Rd,  
New Berlin, WI 53151  
(262) 798-7200

### **Children's Hospital of Wisconsin - Milwaukee Campus**

8915 W Connell Ct,  
Milwaukee, WI 53226  
(414) 266-2000

### **ProHealth Medical Group: New Berlin**

13900 W National Ave,  
New Berlin, WI 53151  
(262) 928-4500

## MEDIA

### **Associated Press**

**Reporter: Carrie Antlfinger**

cantlfinger@ap.org  
111 E Wisconsin Ave Ste 1925,  
Milwaukee, WI 53202  
(414) 225-3580

### **BizTimes Milwaukee**

**Editor: Andrew Weiland**

andrew.weiland@biztimes.com  
126 N Jefferson St #403,  
Milwaukee, WI 53202  
(414) 336-7120

### **Business Journal**

**Editor: Mark Kass**

mkass@bizjournals.com  
825 N Jefferson St,  
Milwaukee, WI 53202  
(414) 908-0566

### **Business Journal**

**Managing Editor, Print Editor: Todd Bragstad**

tbragstad@bizjournals.com  
825 N Jefferson St,  
Milwaukee, WI 53202  
(414) 908-0575

### **Milwaukee Journal Sentinel**

**News Desk**

jsmetro@journalssentinel.com  
333 W State St,  
Milwaukee, WI 53203  
(414) 224-2318

### **Milwaukee Journal Sentinel**

**Assistant Editor-local news: Eric Aspenson**

eric.aspenson@jrn.com  
333 W State St,  
Milwaukee, WI 53203  
(414) 224-2966



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# CONTACT LIST: NEW BERLIN

## MEDIA CONTINUED

### Kenosha News

**Executive Editor: Bob Heisse**

bheisse@kenoshanews.com

5800 7th Ave,  
Kenosha, WI 53140

(262) 656-6337

## BROADCAST AND RADIO

### WDJT-TV (CBS 58)

**News Desk**

newsdesk@cbs58.com

809 S 60th St,  
West Allis, WI 53214

(414) 777-5808

### WISN-TV (ABC 12)

**News Desk**

wisntvnews@hearst.com

2715, 759 N 19th St,  
Milwaukee, WI 53233

(414) 937-1212

### WITI-TV (FOX 6)

**News Desk**

fox6news@fox6now.com

9001 N Green Bay Rd,  
Brown Deer, WI 53209

(414) 214-3696

### WTMJ-TV (NBC 4)

**News Desk**

news@tmj4.com

720 E Capitol Dr,  
Milwaukee, WI 53212

(414) 963-4444

### WISN-AM 1130 RADIO

**News Director: Ken Herrera**

kenherrera@iheartmedia.com

12100 W Howard Ave,  
Milwaukee, WI 53228

(414) 545-8900

### WTMJ-AM 620 RADIO

**Executive Producer: Erik Bilstad**

erik.bilstad@wtmj.com

720 E Capitol Dr,  
Milwaukee, WI 53212

(414) 967-5310

### WUWM - FM RADIO

**News Director: Marge Pitrof**

wuwmnews@uwm.edu

111 E Wisconsin Ave #700,  
Milwaukee, WI 53202

(414) 270-1160



---

# CONTACT LIST: NEW BERLIN

## GOVERNMENT CONTACTS

### Mayor

#### Dave Ament

dament@newberlin.org  
3805 S Casper Dr,  
New Berlin, WI 53151  
(262) 797-2441

### Alderman (District 5)

#### Joseph Stribl

jstribl@newberlin.org  
15195 W Harmony Dr,  
New Berlin, WI 53151  
(414) 788-3753

### County Executive

#### Paul Farrow

countyexec@waukeshacounty.gov  
1320 Pewaukee Rd # 320,  
Waukesha, WI 53188  
(262) 548-7902

### State Senator

#### David Craig

craig@legis.wisconsin.gov  
Room 104 South, State Capitol,  
Madison, WI 53708  
(608) 266-5400

### State Representative

#### Mike Kuglitsch

rep.kuglitsch@legis.wisconsin.gov  
Room 129 West, State Capitol, PO Box 8952,  
Madison, WI 53708  
(608) 267-5158

### US Senators

#### Tammy Baldwin

709 Hart Senate Office Building  
Washington DC 20510  
(202) 224-5653  
633 West Wisconsin Ave, Suite 1920,  
Milwaukee, WI 53203  
(414) 297-4451

#### Ron Johnson

328 Hart Senate Office Building  
Washington DC 20510  
(202) 224-5323  
517 East Wisconsin Ave, Suite 408,  
Milwaukee, WI 53202  
(414) 276-7284

### US Representative

#### Bryan Steil

bryan@steilforwisconsin.com  
1408 Longworth House Office Building,  
Washington DC 20515  
(202) 225-3031  
730 Wisconsin Ave,  
Racine, WI 53403  
(262) 637-0510

#### Jim Sensenbrenner

2449 Rayburn House Office Building,  
Washington DC 20515  
(202) 225-5101  
120 Bishops Way #154,  
Brookfield, WI 53005  
(262) 784-1111



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# CONTACT LIST: KENOSHA

## EMERGENCY RESPONSE CONTACTS

### **Kenosha Police Department**

1000 55th St,  
Kenosha, WI 53140  
911 or (262) 656-1234

### **Kenosha Fire Department**

4810-60th Street  
Kenosha, WI 53144  
911 or (262) 653-4100

### **Kenosha County Sheriff**

1000 55th St #1,  
Kenosha, WI 53140  
(262) 605-5100

### **Milwaukee Police Department**

749 W State Street,  
Milwaukee WI 53233  
911 or (414) 933-4444

### **Milwaukee Fire Department**

711 West Wells Street,  
Milwaukee, WI 53233  
911 or (414) 286-8948

### **Milwaukee County Sheriff**

#### **Earnell R. Lucas**

821 W State St,  
Milwaukee, WI 53233  
(414) 278-4788

### **State Patrol (Southeast Region)**

21115 E Moreland Blvd,  
Waukesha, WI 53186  
(262) 785-4700

### **FBI (Milwaukee)**

3600 S Lake Dr,  
St Francis, WI 53235  
(414) 276-4684

### **OSHA (Milwaukee)**

310 W Wisconsin Ave #1180  
Milwaukee, WI 53203  
(414) 297-3315

### **Poison Control**

(800) 222-1222

### **WE Energies**

8000 95th St,  
Pleasant Prairie, WI 53158  
(262) 947-5200

### **24 hours**

(800) 662-4797

### **Diggers Hotline**

14100 W National Ave,  
New Berlin, WI 53151  
(800) 242-8511

### **Red Cross**

#### **Milwaukee**

2600 W Wisconsin Ave,  
Milwaukee, WI 53233  
(414) 342-8680

### **National**

(800) 733-2767



---

# CONTACT LIST: KENOSHA

## HOSPITAL CONTACTS

### Froedtert Hospital

9200 W Wisconsin Ave,  
Milwaukee, WI 53226  
(414) 805-3666

### Froedtert South (Kenosha Medical Center)

6308 8th Ave,  
Kenosha, WI 53143  
(262) 656-2011

### Children's Hospital of Wisconsin - Milwaukee Campus

8915 W Connell Ct,  
Milwaukee, WI 53226  
(414) 266-2000

### ProHealth Medical Group: New Berlin

13900 W National Ave,  
New Berlin, WI 53151  
(262) 928-4500

## MEDIA

### Associated Press

**Reporter: Carrie Antlfinger**

cantlfinger@ap.org  
111 E Wisconsin Ave Ste 1925,  
Milwaukee, WI 53202  
(414) 225-3580

### BizTimes Milwaukee

**Editor: Andrew Weiland**

andrew.weiland@biztimes.com  
126 N Jefferson St #403,  
Milwaukee, WI 53202  
(414) 336-7120

### Business Journal

**Editor: Mark Kass**

mkass@bizjournals.com  
825 N Jefferson St,  
Milwaukee, WI 53202  
(414) 908-0566

### Business Journal

**Managing Editor, Print Editor: Todd Bragstad**

tbragstad@bizjournals.com  
825 N Jefferson St,  
Milwaukee, WI 53202  
(414) 908-0575

### Milwaukee Journal Sentinel

**News Desk**

jsmetro@journal sentinel.com  
333 W State St,  
Milwaukee, WI 53203  
(414) 224-2318

### Milwaukee Journal Sentinel

**Assistant Editor-local news: Eric Aspenson**

eric.aspenson@jrn.com  
333 W State St,  
Milwaukee, WI 53203  
(414) 224-2966



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# CONTACT LIST: KENOSHA

## BROADCAST AND RADIO

### **WDJT-TV (CBS 58)**

#### **News Desk**

newsdesk@cbs58.com

809 S 60th St,  
West Allis, WI 53214

(414) 777-5808

### **WISN-TV (ABC 12)**

#### **News Desk**

wisntvnews@hearst.com

2715, 759 N 19th St,  
Milwaukee, WI 53233

(414) 937-1212

### **WITI-TV (FOX 6)**

#### **News Desk**

fox6news@fox6now.com

9001 N Green Bay Rd,  
Brown Deer, WI 53209

(414) 214-3696

### **WTMJ-TV (NBC 4)**

#### **News Desk**

news@tmj4.com

720 E Capitol Dr,  
Milwaukee, WI 53212

(414) 963-4444

### **WISN-AM 1130 RADIO**

#### **News Director: Ken Herrera**

kenherrera@iheartmedia.com

12100 W Howard Ave,  
Milwaukee, WI 53228

(414) 545-8900

### **WTMJ-AM 620 RADIO**

#### **Executive Producer: Erik Bilstad**

erik.bilstad@wtmj.com

720 E Capitol Dr,  
Milwaukee, WI 53212

(414) 967-5310

### **WUWM - FM RADIO**

#### **News Director: Marge Pitrof**

wuwmnews@uwm.edu

111 E Wisconsin Ave #700,  
Milwaukee, WI 53202

(414) 270-1160

### **WGTD-FM RADIO**

#### **News Director: David McGrath**

mcgrathd@gtc.edu

3520 30th Ave,  
Kenosha, WI 53144

(262) 564-3880



---

# CONTACT LIST: KENOSHA

## GOVERNMENT CONTACTS

### Mayor

**John Antaramian**

mayor@kenosha.org

625 52nd St,  
Kenosha, WI 53140  
(262) 653-4000

### Alderman (District 10)

**Anthony Kennedy**

district10@kenosha.org

625 52nd St,  
Kenosha, WI 53140  
(262) 496-1460

### County Executive

**Jim Kreuser**

1010 56th St,  
Kenosha, WI 53140  
(262) 653-2600

### State Senator

**Robert W. Wirch**

sen.wirch@legis.wisconsin.gov

Room 127 South, State Capitol,  
Madison, WI 53707-7882  
(608) 267-8979

### State Representative

**Tod Ohnstad**

rep.ohnstad@legis.wisconsin.gov

Room 128 North, State Capitol, PO Box 8953,  
Madison, WI 53708  
(608) 266-0455

### US Senators

**Tammy Baldwin**

709 Hart Senate Office Building  
Washington DC 20510  
(202) 224-5653

633 West Wisconsin Ave, Suite 1920,  
Milwaukee, WI 53203  
(414) 297-4451

**Ron Johnson**

328 Hart Senate Office Building  
Washington DC 20510  
(202) 224-5323

517 East Wisconsin Ave, Suite 408,  
Milwaukee, WI 53202  
(414) 276-7284

### US Representative

**Bryan Steil**

bryan@steilforwisconsin.com

1408 Longworth House Office Building,  
Washington DC 20515  
(202) 225-3031

730 Wisconsin Ave,  
Racine, WI 53403  
(262) 637-0510

**Jim Sensenbrenner**

2449 Rayburn House Office Building,  
Washington DC 20515  
(202) 225-5101

120 Bishops Way #154,  
Brookfield, WI 53005  
(262) 784-1111



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# CONTACT LIST: MIDDLETON

## EMERGENCY RESPONSE CONTACTS

### Middleton Police Department

7341 Donna Dr,  
Middleton, WI 53562  
911 or (608) 824-7300

### Middleton Fire Department

7600 University Ave,  
Middleton, WI 53562  
911 or (608) 827-1090

### Madison Police Department

211 S. Carroll St.  
Madison, WI 53703  
911 or (608) 255-2345

### Madison Fire Department

314 W. Dayton St,  
Madison, WI 53703  
911 or (608) 255-2345

### Dane County Sheriff

#### David J. Mahoney

2354 Co Hwy N,  
Stoughton, WI 53589  
(608) 873-4624

### State Patrol (Southwest Region)

911 W North St,  
DeForest, WI 53532  
(608) 846-8500

### FBI (Madison)

8215 Greenway Blvd # 240,  
Middleton, WI 53562  
(608) 833-4600

### OSHA (Madison)

4802 E Broadway,  
Madison, WI 53716  
(608) 441-5388

### Poison Control

(800) 222-1222

### WE Energies

1300 Janesville Ave,  
Fort Atkinson, WI 53538  
(800) 242-9137

### 24 hours

(800) 662-4797

### Headquarters (Company Office)

231 W. Michigan St.,  
Milwaukee, WI 53203  
(414) 221-2345

### Diggers Hotline

14100 W National Ave,  
New Berlin, WI 53151  
(800) 242-8511

### Red Cross

#### Madison

4860 Sheboygan Ave,  
Madison, WI 53705  
(877) 618-6628

#### National

(800) 733-2767





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# CONTACT LIST: MIDDLETON

## HOSPITAL CONTACTS

### **UW Health University Hospital**

600 Highland Ave,  
Madison, WI 53792  
(608) 263-6400

### **American Family Children's Hospital**

1675 Highland Ave,  
Madison, WI 53792  
(608) 890-5437

### **SSM Health St. Mary's Hospital - Madison**

700 S Park St,  
Madison, WI 53715  
(608) 251-6100

### **William S. Middleton Memorial Veterans Hospital**

2500 Overlook Terrace,  
Madison, WI 53705  
(608) 256-1901

### **UnityPoint Health - Meriter - Middleton Clinic**

7780 Elmwood Ave #201,  
Middleton, WI 53562  
(608) 417-3434

## MEDIA

### **Wisconsin State Journal**

**Editor: Sandy Cullen**

scullen@madison.com  
1901 Fish Hatchery Rd,  
Madison, WI 53713  
(608) 252-6137

### **The Cap Times**

**Editor: Paul Fanlund**

pfanlund@madison.com  
1901 Fish Hatchery Rd,  
Madison, WI 53713  
(608) 252-6210

### **The Cap Times**

**News Desk**

citydesk@madison.com  
1901 Fish Hatchery Rd,  
Madison, WI 53713  
(608) 252-6400

### **Middleton Times Tribune**

**Managing Editor: Matt Geiger**

mgeiger@newspubinc.com  
1126 Mills Street,  
Black Earth 53515  
(608) 437-5553



---

# CONTACT LIST: MIDDLETON

## BROADCAST AND RADIO

### **WISC-TV (CBS 3)**

#### **News Desk**

tips@channel3000.com

7025 Raymond Rd,  
Madison, WI 53719

(608) 273-3333

### **WMTV-TV (NBC 15)**

#### **News Desk**

news@nbc15.com

615 Forward Dr,  
Madison, WI 53711

(608) 274-1500

### **WMSN-TV (FOX 47)**

#### **News Desk**

feedback@fox47.com

7847 Big Sky Dr,  
Madison, WI 53719

(608) 277-5189

### **WKOW-TV (ABC 27)**

#### **News Desk**

news@wkow.com

5727 Tokay Blvd,  
Madison, WI 53719

(608) 273-2727

### **WXXM-FM RADIO**

#### **News Director: Robin Colbert**

robincolbert@iheartmedia.com

2651 S Fish Hatchery Rd,  
Madison, Wisconsin 53711

(608) 274-1070

### **Wisconsin Radio Network**

#### **News Room**

info@wrn.com

2 East Main Street, Suite B40W,  
Madison, WI 53703

(608) 251-8854

### **WIBA-AM**

#### **Producer: Shawn Prebil**

shawnprebil@iheartmedia.com

2651 S Fish Hatchery Rd; Madison,  
Wisconsin 53711

(608) 271-6397



---

# CONTACT LIST: MIDDLETON

## GOVERNMENT CONTACTS

### Mayor

#### Gurdip Brar

mayor@cityofmiddleton.us  
7426 Hubbard Ave,  
Middleton, WI 53562  
(608) 821-8350

### Alderman (District 5, Ward 10)

#### Luke Fuszard

district5@cityofmiddleton.us  
7426 Hubbard Ave,  
Middleton, WI 53562  
(608) 313-4641

### County Executive

#### Joe Parisi

parisi@countyofdane  
210 Martin Luther King Jr Blvd,  
Madison, WI 53703  
(608) 266-4114

### State Senator

#### Jon Erpenbach

Sen.Erpenbach@legis.wisconsin.gov  
Room 415 South, State Capitol,  
Madison, WI 53707  
(608) 266-6670

### State Representative

#### Dianne Hesselbein

Rep.Hesselbein@legis.wisconsin.gov  
Room 119 North State Capitol, PO Box 8952,  
Madison, WI 53708  
(608) 266-5340

### US Senators

#### Tammy Baldwin

709 Hart Senate Office Building  
Washington DC 20510  
(202) 224-5653  
633 West Wisconsin Ave, Suite 1920,  
Milwaukee, WI 53203  
(414) 297-4451

#### Ron Johnson

328 Hart Senate Office Building  
Washington DC 20510  
(202) 224-5323  
517 East Wisconsin Ave, Suite 408,  
Milwaukee, WI 53202  
(414) 276-7284

### US Representative

#### Mark Pocan

1421 Longworth House Office Building,  
Washington DC 20515  
(202) 225-2906  
10 East Doty Street, Suite 405,  
Madison, WI 53703  
(608) 258-0377



---

# CONTACT LIST: MERRILL

## EMERGENCY RESPONSE CONTACTS

### **Merrill Police Department**

1004 E 1st St,  
Merrill, WI 54452  
911 or (715) 536-8311

### **Merrill Fire Department**

110 Pier St,  
Merrill, WI 54452  
911 or (715) 536-2233

### **Lincoln County Sheriff Ken Schneider**

1104 E 1st St,  
Merrill, WI 54452  
(715) 536-6272

### **Wausau Police Department**

515 Grand Ave,  
Wausau, WI 54403  
(715) 261-7800  
(715) 261-7795

### **Wausau Fire Department**

606 E Thomas St,  
Wausau, WI 54403  
(715) 261-7900

### **Marathon County Sheriff Scott Parks**

500 Forest St,  
Wausau, WI 54403  
(715) 261-1200

### **State Patrol (Northcentral Region)**

2805 Martin Avenue  
Wausau, WI 54401  
(715) 845-1143

### **FBI (Wausau)**

500 1st St,  
Wausau, WI 54403  
(715) 842-2666

### **OSHA (Appleton)**

1648 Tri Park Way,  
Appleton, Wisconsin 54914  
(920) 734-4521

### **Poison Control**

(800) 222-1222

### **WE Energies**

**24 hours**  
(800) 662-4797

### **Merrill Water Utility & Energy**

2401 River St,  
Merrill, WI 54452  
(715) 536-6561

### **Diggers Hotline**

14100 W National Ave,  
New Berlin, WI 53151  
(800) 242-8511



---

# CONTACT LIST: MERRILL

## HOSPITAL CONTACTS

### **Ascension Good Samaritan Hospital**

601 S Center Ave,  
Merrill, WI 54452  
(715) 536-5511

### **Marshfield Clinic Merrill Center**

1205 O'Day St.  
Merrill, WI 54452  
(715) 539-0101

### **Merrill Community Services- Children's Hospital of Wisconsin**

201B Stange St,  
Merrill, WI 54452  
(715) 539-9228

### **Aspirus Merrill Clinic**

3333 E Main St,  
Merrill, WI 54452  
(715) 539-5600

## MEDIA

### **Merrill Foto News**

**Editor: Collin Lueck**

clueck@mmcllocal.com  
921 East Main Street,  
Merrill, WI 54452  
(715) 536-7121

### **Antigo Daily Journal**

**Editor: Fred Berner**

adj@dwave.net  
612 Superior St,  
Antigo, WI 54409  
(715) 623-4191

### **Marshfield News-Herald**

**Planning Editor: Tim Langton**

timothy.langton@gannettwisconsin.com  
144 N Central Ave,  
Marshfield, WI 54449  
(715) 845-0706  
tlangton@wdhmedia.com  
PO Box 59,  
Appleton, WI 54912  
(715) 384-3131



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# CONTACT LIST: MERRILL

## BROADCAST AND RADIO

### **WSAW-TV (CBS 7)**

#### **News Desk**

news@wsaw.com

1114 Grand Ave,  
Wausau, WI 54403

(715) 845-4211

### **WAOW-TV (ABC 9)**

#### **News Desk**

news@waow.com

1908 Grand Ave,  
Wausau, Wisconsin 54403

(715) 842-2251

### **WJFW-TV (NBC 12)**

#### **News Desk**

email@wjfw.com

3217 County Rd G,  
Rhineland, WI 54501

(715) 365-8812

### **WXCO-AM Radio**

#### **General Manager: Steve Resnick**

stever@sunriseamfm.com

1110 East Wausau Ave,  
Wausau WI 54403

(715) 848-1230

### **WFHR-AM Radio**

#### **News Department**

carl@wfhr.com

645 25th Ave. North  
Wisconsin Rapids, WI 54495

(715) 424-1300



---

# CONTACT LIST: MERRILL

## GOVERNMENT CONTACTS

### Mayor

#### Derek Woellner

Derek.Woellner@ci.merrill.wi.us  
1004 E 1st St, Merrill, WI 54452  
(715) 536-5595

### County Board (District 21)

#### Corey Nowak

801 N. Sales Street, Suite 201  
Merrill, WI 54452  
N2209 Mortizville Ave,  
Merril, WI 54452  
(715) 539-3537

### State Senator

#### Thomas Tiffany

sen.tiffany@legis.wisconsin.gov  
Room 316 South State Capitol, PO Box 7882,  
Madison, WI 53707  
(608) 266-2509

### State Representative

#### Mary Felzkowski

Rep.Felzkowski@legis.wisconsin.gov  
Room 309 North State Capitol, PO Box 8952,  
Madison, WI 53708  
(608) 266-7694

### US Senators

#### Tammy Baldwin

709 Hart Senate Office Building  
Washington DC 20510  
(202) 224-5653  
633 West Wisconsin Ave, Suite 1920,  
Milwaukee, WI 53203  
(414) 297-4451

#### Ron Johnson

328 Hart Senate Office Building  
Washington DC 20510  
(202) 224-5323  
517 East Wisconsin Ave, Suite 408,  
Milwaukee, WI 53202  
(414) 276-7284

### US Representative

TBD



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# CONTACT LIST: NEENAH

## EMERGENCY RESPONSE CONTACTS

### Neenah Police Department

2111 Marathon Ave,  
Neenah, WI 54956  
911 or (920) 886-6000

### Neenah Fire Department

1600 Breezewood Ln,  
Neenah, WI 54956  
911 or (920) 722-6623

### Winnebago County Sheriff John Matz

4311 Jackson St,  
Oshkosh, WI 54901  
(920) 727-2888

### Green Bay Police Department

307 S Adams St,  
Green Bay, WI 54301  
911 or (920) 448-3200

### Green Bay Fire Department

501 S Washington St,  
Green Bay, WI 54301  
911 or (920) 448-3280

### Brown County Sheriff

2684 Development Dr,  
Green Bay, WI 54311  
(920) 448-4200

### State Patrol (Northeast Region)

851 S. Rolling Meadows Dr,  
Fond du Lac, WI 54937-9902  
(920) 929-3700

### FBI (Green Bay)

300 N Broadway,  
Green Bay, WI 54303  
(920) 432-3868

### OSHA (Appleton)

1648 Tri Park Way,  
Appleton, WI 54914  
(920) 734-4521

### Red Cross Oshkosh

515 S Washburn St #201,  
Oshkosh, WI 54904  
(920) 231-3590

### National

(800) 733-2767

### WE Energies

800 S Lynndale Dr,  
Appleton, WI 54914  
(800) 242-9137

### 24 hours

(800) 662-4797

### Diggers Hotline

14100 W National Ave,  
New Berlin, WI 53151  
(800) 242-8511





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# CONTACT LIST: NEENAH

## HOSPITAL CONTACTS

### **ThedaCare Regional Medical Center-Neenah**

130 2nd St,  
Neenah, WI 54956  
(920) 729-3100

### **Children's Hospital of Wisconsin Fox Valley**

West Pavilion, 130 2nd St,  
Neenah, WI 54956  
(920) 969-7900

### **Ascension NE Wisconsin - Mercy Campus**

500 South Oakwood Rd,  
Oshkosh, WI 54904  
(920) 223-2000

### **Aurora Health Center**

1136 Westowne Dr,  
Neenah, WI 54956  
(920) 720-8200

## MEDIA

### **Green Bay Press-Gazette**

#### **News Desk**

metro@greenbaypressgazette.com  
435 E Walnut St,  
Green Bay, WI 54305  
(920) 435-4411 press 6

### **The Press Times**

#### **News Desk**

thepress@new.rr.com  
400 Security Blvd,  
Green Bay, WI 54313  
(920) 499-1200

### **Green Bay Press-Gazette**

#### **Local News Reporter: Paul Srubas**

psrubas@greenbay.gannett.com  
435 E Walnut St,  
Green Bay, WI 54301  
(920) 431-8346

### **The Press Times**

#### **Editor: Ben Rodgers**

brodgers@mmclocal.com  
400 Security Blvd,  
Green Bay, WI 54313  
(920) 499-1200

### **The Business News (Northeast WI)**

#### **Editor: Larry Desch**

ldesch@thebusinessnews online.com  
PO Box 1325  
Green Bay, WI 54305  
(920) 819-6397

### **The Post-Crescent - Neenah Bureau**

#### **Planning Editor: Rachel Rausch**

Rachel.Rausch@gannettwisconsin.com  
306 W. Washington Street, P.O. Box 59,  
Appleton, WI 54911  
(920) 993-7172



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# CONTACT LIST: NEENAH

## MEDIA CONTINUED

### The Post Crescent

**News Director: Andy Thompson**

awthompson@postcrescent.com

306 W. Washington Street, P.O. Box 59,  
Appleton, WI 54911

(920) 993-7129

## BROADCAST AND RADIO

### WHBY-AM

**News Director: Mike Kemmeter**

mkemmeter@wcinet.com

801 Hoffman R. Suite 114  
Green Bay, WI 54301

(920) 734-9226

### WPNE -89.3 FM (WPR)

**News Director: Noah Ovshinsky**

noah.ovshinsky@wpr.org

2420 Nicolet Ave,  
Green Bay, WI 54401

(608) 263-6570

### WFRV-TV (CBS 5)

**News Desk**

tips@wearegreenbay.com

1181 E Mason St,  
Green Bay, WI 54301

(800) 236-5550

### WBAY-TV (ABC 2)

**News Desk**

news@wbay.com

115 S. Jefferson St,  
Green Bay, WI 54301

(920) 438-3264

### WLUK-TV (FOX 11)

**News Desk**

fox11news@wluk.com

787 Lombardi Ave,  
Green Bay, WI 54304

(920) 490-1407

### WGBA-TV (NBC 26)

**News Desk**

news@nbc26.com

1391 North Rd,  
Green Bay, WI 54313

(920) 494-2626



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# CONTACT LIST: NEENAH

## GOVERNMENT CONTACTS

### Mayor

#### Dean Kaufert

dkaufert@ci.neenah.wi.us

211 Walnut St,  
Neenah, WI 54956

(920) 886-6104

### Alderspersons (District 2)

#### Marge Bates

mbates@ci.neenah.wi.us

211 Walnut St,  
Neenah, WI 54956

(920) 729-5556

#### Tamara Erikson

terickson@ci.neenah.wi.us

211 Walnut St,  
Neenah, WI 54956

(920) 729-9157

#### Christopher Kunz

ckunz@ci.neenah.wi.us

211 Walnut St,  
Neenah, WI 54956

(920) 969-9799

### County Executive

#### Mark L. Harris

countyexec@co.winnebago.wi.us

112 Otter Ave,  
Oshkosh, WI 54901

(920) 232-3450

### State Senator

#### Roger Roth

Sen.Roth@legis.wisconsin.gov

Room 220 South State Capitol, PO Box 7882,  
Madison, WI 53707-7882

(608) 266-0718

### State Representative

#### Mike Rohrkaste

Rep.Rohrkaste@legis.wisconsin.gov

Room 321 East State Capitol, PO Box 8953,  
Madison, WI 53708

(608) 266-5719

### US Senators

#### Tammy Baldwin

709 Hart Senate Office Building  
Washington DC 20510

(202) 224-5653

633 West Wisconsin Ave, Suite 1920,  
Milwaukee, WI 53203

(414) 297-4451

#### Ron Johnson

328 Hart Senate Office Building  
Washington DC 20510

(202) 224-5323

517 East Wisconsin Ave, Suite 408,  
Milwaukee, WI 53202

(414) 276-7284



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# CONTACT LIST: NEENAH

## GOVERNMENT CONTACTS CONTINUED

### US Representatives

#### Glenn Grothman

1427 Longworth House Office Building,  
Washington DC 20515

(202) 225-2476

24 West Pioneer Rd,  
Fond du Lac, WI 54935

(920) 907-0624

#### Mike Gallagher

1230 Longworth House Office Building,  
Washington DC 20515

(202) 225-5665

1702 Scheuring Rd Ste. B,  
De Pere, WI, 54115

(920) 301-4500



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# CONTACT LIST: PARK FALLS

## EMERGENCY RESPONSE CONTACTS

### **Park Falls Police Department**

400 S 4th Ave,  
Park Falls, WI 54552  
911 or (715) 762-2446

### **Park Falls Fire Department**

401 3rd St S,  
Park Falls, WI 54552  
911 or (715) 762-2436

### **Price County Sheriff**

#### **Brian S. Schmidt**

164 Cherry St,  
Phillips, WI 54555  
(715) 339-3011

### **Wausau Police Department**

515 Grand Ave,  
Wausau, WI 54403  
(715) 261-7800

### **Wausau Fire Department**

606 E Thomas St,  
Wausau, WI 54403  
(715) 261-7900

### **Marathon County Sheriff**

#### **Scott Parks**

500 Forest St,  
Wausau, WI 54403  
(715) 261-1200

### **State Patrol (Northcentral Region)**

2805 Martin Ave,  
Wausau, WI 54401  
(715) 845-1143

### **FBI (Wausau)**

500 1st St,  
Wausau, WI 54403  
(715) 842-2666

### **OSHA (Eau Claire)**

1310 W. Clairemont Ave,  
Eau Claire, WI 54701  
(715) 832-9019

### **Poison Control**

(800) 222-1222  
24 hours

### **Red Cross**

#### **Wausau**

1602 2nd St,  
Wausau, WI 54403  
(715) 409-0815

#### **National**

(800) 733-2767

### **Price Electric Cooperative**

W6803 Springs Dr,  
Phillips, WI 54555  
(715) 339-2155

### **Xcel Energy**

310 Hickory Hills Ln,  
Phillips, WI 54555  
(800) 895-1999

### **Diggers Hotline**

14100 W National Ave,  
New Berlin, WI 53151  
(800) 242-8511



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# CONTACT LIST: PARK FALLS

## HOSPITAL CONTACTS

### Flambeau Hospital

98 Sherry Ave,  
Park Falls, WI 54552  
(715) 762-2484

### Marshfield Clinic Park Falls Center

50 Sherry Ave,  
Park Falls, WI 54552  
(715) 762-7311

### NorthLakes Community Clinic

500 Birch St,  
Park Falls, WI 54552  
(715) 762-2950

## MEDIA

### Ashland Daily Press

General Manager: Jim Moran

jmoran@ashlanddailypress.net  
122 West 3rd St,  
Ashland, WI 54806  
(715) 718-6401

### Marshfield News-Herald

Planning Editor: Tim Langton

tlangton@wdhmedia.com  
144 N Central Ave,  
Marshfield, WI 54449  
(715) 845-0706

## BROADCAST AND RADIO

### WSAW-TV (CBS 7)

News Desk

news@wsaw.com  
1114 Grand Ave,  
Wausau, WI 54403  
(715) 845-4211

### WJFW-TV (NBC 12)

News Desk

email@wjfw.com  
3217 County Road G  
Rhineland, WI 54501  
(715) 365-8812

### WFHR-AM Radio

News Department

carl@wfhr.com  
645 25th Ave, North  
Wisconsin Rapids, WI  
54495  
(715) 424-1300

### WAOW-TV (ABC 9)

News Desk

news@waow.com  
1908 Grand Ave,  
Wausau, WI 54403  
(715) 842-2251

### WXCO-AM Radio

General Manager: Steve Resnick

stever@sunriseamfm.com  
1110 East Wausau Ave,  
Wausau WI 54403  
(715) 848-1230



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# CONTACT LIST: PARK FALLS

## GOVERNMENT CONTACTS

### Mayor

**Michael Bablick**

mayor@cityofparkfalls.com

400 Fourth Ave. South,  
Park Falls, WI 54552

(715) 762-2436 x 229

### Alderspersons (District 1)

**Daniel Greenwood**

897 2nd Ave. North,  
Park Falls, WI 54552

(715) 563-7705

**Dennis Wartgow**

261 9th St. North,  
Park Falls, WI 54552

(715) 762-2795

### County Administrator

**Nicholas Trimner**

nick.trimner@co.price.wi.us

126 Cherry St. Room 106,  
Phillips, WI 54555

(715) 339-5138

### State Senator

**Janet Bewley**

Sen.Bewley@legis.wisconsin.gov

Room 126 South State Capitol,  
Madison, WI 53707-7882

(608) 266-3510

### State Representative

**Beth Meyers**

Rep.Meyers@legis.wisconsin.gov

Room 7 North State Capitol, PO Box 8953,  
Madison, WI 53708

(608) 266-7690

### US Senators

**Tammy Baldwin**

709 Hart Senate Office Building  
Washington DC 20510

(202) 224-5653

633 West Wisconsin Ave, Suite 1920,  
Milwaukee, WI 53203

(414) 297-4451

**Ron Johnson**

328 Hart Senate Office Building  
Washington DC 20510

(202) 224-5323

517 East Wisconsin Ave, Suite 408,  
Milwaukee, WI 53202

(414) 276-7284

### US Representative

**TBD**



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# CONTACT LIST: JANESVILLE

## EMERGENCY RESPONSE CONTACTS

### **Janesville Police Department**

100 N Jackson St,  
Janesville, WI 53548  
911 or (608) 757-2244

### **Janesville Fire Department**

303 Milton Ave,  
Janesville, WI 53545  
911 or (608) 755-3050

### **Rock County Sheriff**

200 US-14,  
Janesville, WI 53545  
(608) 757-8000

### **Madison Police Department**

211 S. Carroll St,  
Madison, WI 53703  
911 or (608) 255-2345

### **Madison Fire Department**

314 W. Dayton St,  
Madison, WI 53703  
911 or (608) 255-2345

### **Dane County Sheriff**

#### **David J. Mahoney**

115 W Doty St,  
Madison, WI 53703  
(608) 266-4948

### **State Patrol (Southwest Region)**

911 W. North St,  
DeForest, WI 53532  
(608) 846-8536

### **FBI (Middleton)**

8215 Greenway Blvd #240,  
Middleton, WI 53562  
(608) 833-4600

### **OSHA (Madison)**

1402 Pankratz Street, Suite #114  
Madison, WI 53704  
(608) 733-2822

### **Poison Control**

(800) 222-1222  
24 hours

### **Red Cross**

#### **Madison**

4860 Sheboygan Ave,  
Madison, WI 53705  
(877) 618-6628

#### **National**

(800) 733-2767

### **WE Energies**

1300 Janesville Ave,  
Fort Atkinson, WI 53538  
(800) 242-9137

### **Diggers Hotline**

14100 W National Ave,  
New Berlin, WI 53151  
(800) 242-8511





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# CONTACT LIST: JANESVILLE

## HOSPITAL CONTACTS

### **SSM Health St. Mary's Hospital - Janesville**

3400 E Racine St,  
Janesville, WI 53546  
(608) 373-8000

### **Mercy Regional Pediatric Center East**

3524 E Milwaukee St,  
Janesville, WI 53546  
(608) 756-7268

### **Mercyhealth Hospital and Trauma Center Janesville**

1000 Mineral Point Ave,  
Janesville, WI 53548  
(608) 756-6000

### **Emergency North**

3400 Deerfield Dr,  
Janesville, WI 53546  
(608) 314-3605

## MEDIA

### **The Janesville Gazette**

**Editor: Sid Schwartz**

sschwartz@gazettextra.com  
1 S Parker Dr,  
Janesville, WI 53545  
(608) 755-8293

### **Beloit Daily News**

**Editor: William Barth**

bbarth@beloitdailynews.com  
149 State St,  
Beloit, WI 53511  
(608) 364-9221

### **Milton Courier**

**Managing Editor: Rebecca Kanable**

couriernews@hngnews.com  
28 Milwaukee Ave. W  
Fort Atkinson, WI 53538  
(608) 208-1681

### **Wisconsin State Journal**

**Editor: Sandy Cullen**

scullen@madison.com  
1901 Fish Hatchery Rd,  
Madison, WI 53713  
(608) 252-6137

### **The Cap Times**

**Editor: Paul Fanlund**

pfanlund@madison.com  
1901 Fish Hatchery Rd,  
Madison, WI 53713  
(608) 252-6210

### **News Desk**

citydesk@madison.com  
1901 Fish Hatchery Rd,  
Madison, WI 53713  
(608) 252-6400



---

# CONTACT LIST: JANESVILLE

## BROADCAST AND RADIO

### **WISC-TV (CBS 3)**

#### **News Desk**

tips@channel3000.com

7025 Raymond Rd,  
Madison, WI 53719

(608) 273-3333

### **WMTV-TV (NBC 15)**

#### **News Desk**

news@nbc15.com

615 Forward Dr,  
Madison, WI 53711

(608) 274-1500

### **WMSN-TV (FOX 47)**

#### **News Desk**

feedback@fox47.com

7847 Big Sky Dr,  
Madison, WI 53719

(608) 277-5189

### **WKOW-TV (ABC 27)**

#### **News Desk**

news@wkow.com

5727 Tokay Blvd.,  
Madison, WI 53719

(608) 273-2727

### **WXXM-FM RADIO**

#### **News Director: Robin Colbert**

robincolbert@iheartmedia.com

2651 S. Fish Hatchery Rd,  
Madison, Wisconsin 53711

(608) 274-1070

### **Wisconsin Radio Network**

#### **News Room**

info@wrn.com

2 East Main St, Suite B40W,  
Madison, WI 53703

(608) 251-8854

### **WIBA-AM**

#### **Producer: Shawn Prebil**

shawnprebil@iheartmedia.com

2651 S Fish Hatchery Rd,  
Madison, WI 53711

(608) 271-6397



---

# CONTACT LIST: JANESVILLE

## GOVERNMENT CONTACTS

### City Manager (Ward 4)

**Mark Freitag**

freitagm@ci.janesville.wi.us

18 N Jackson St,  
Janesville, WI 53547

(608) 755-3177

### County Administrator

**Josh Smith**

josh.smith@co.rock.wi.us

51 S Main St,  
Janesville, WI 53545

(608) 757-5510

### State Senator

**Stephen L. Nass**

Sen.Nass@legis.wisconsin.gov

Room 10 South State Capitol, PO Box 7882,  
Madison, WI 53707-7882

(608) 266-2635

### State Representative

**Amy Loudenbeck**

Rep.Loudenbeck@legis.wisconsin.gov

Room 304 East State Capitol, PO Box 8952,  
Madison, WI 53708

(608) 266-9967

### US Senators

**Tammy Baldwin**

709 Hart Senate Office Building  
Washington DC 20510

(202) 224-5653

633 West Wisconsin Ave, Suite 1920,  
Milwaukee, WI 53203

(414) 297-4451

**Ron Johnson**

328 Hart Senate Office Building  
Washington DC 20510

(202) 224-5323

517 East Wisconsin Ave, Suite 408,  
Milwaukee, WI 53202

(414) 276-7284



---

# CONTACT LIST: GREEN BAY

## EMERGENCY RESPONSE CONTACTS

### Green Bay Police Department

307 S Adams St,  
Green Bay, WI 54301  
911 or (920) 448-3200

### Green Bay Fire Department

501 S Washington St,  
Green Bay, WI 54301  
911 or (920) 448-3280

### Brown County Sheriff

2684 Development Dr,  
Green Bay, WI 54311  
(920) 448-4200

### State Patrol (Northeast Region)

(920) 929-3700  
851 S. Rolling Meadows Dr,  
Fond du Lac, WI 54937-9902

### FBI (Green Bay)

300 N Broadway,  
Green Bay, WI 54303  
(920) 432-3868

### OSHA (Appleton)

1648 Tri Park Way,  
Appleton, Wisconsin 54914  
(920) 734-4521

### Poison Control

(800) 222-1222  
24 hours

### Red Cross

**Green Bay**  
2131 Deckner Ave,  
Green Bay, WI 54302  
(888) 231-3590

### National

(800) 733-2767

### WE Energies

3060 Voyager Dr,  
Green Bay, WI 54311  
(920) 468-3900

### Diggers Hotline

14100 W National Ave,  
New Berlin, WI 53151  
(800) 242-8511



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# CONTACT LIST: GREEN BAY

## HOSPITAL CONTACTS

### **HSHS St. Vincent Hospital**

835 S Van Buren St,  
Green Bay, WI 54301  
(920) 433-0111

### **Bellin Hospital**

744 S Webster Ave,  
Green Bay, WI 54301  
(920) 433-3500

### **HSHS St. Mary's Hospital Medical Center**

1726 Shawano Ave,  
Green Bay, WI 54303  
(920) 498-4200

### **Aurora BayCare Medical Center**

2845 Greenbrier Rd,  
Green Bay, WI 54311  
(920) 288-8000

### **Aurora BayCare Children's Health**

1160 Kepler Dr,  
Green Bay, WI 54311  
(920) 288-5500

## MEDIA

### **Green Bay Press-Gazette News Desk**

metro@greenbaypressgazette.com  
435 E Walnut St,  
Green Bay, WI 54305  
(920) 435-4411 press 6

### **Local News Reporter: Paul Srubas**

psrubas@greenbay.gannett.com  
435 E Walnut St,  
Green Bay, WI 54301  
(920) 431-8346

### **The Business News (Northeast WI)**

#### **Editor: Larry Desch**

ldesch@thebusinessnews online.com  
PO Box 1325,  
Green Bay, WI 54305  
(920) 819-6397

### **The Press Times News Desk**

thepress@new.rr.com  
400 Security Blvd,  
Green Bay, WI 54313  
(920) 499-1200

### **The Post Crescent**

#### **News Director: Andy Thompson**

awthompson@postcrescent.com  
306 W. Washington Street, P.O. Box 59,  
Appleton, WI 54911  
(920) 993-7129



---

# CONTACT LIST: GREEN BAY

## BROADCAST AND RADIO

### **WHBY-AM**

**News Director: Mike Kemmeter**

[mkemmeter@wcinet.com](mailto:mkemmeter@wcinet.com)

801 Hoffman Road, Suite 114

Green Bay, WI 54301

(920) 734-9226

### **WPNE -89.3 FM (WPR)**

**News Director: Noah Ovshinsky**

[noah.ovshinsky@wpr.org](mailto:noah.ovshinsky@wpr.org)

2420 Nicolet Ave,

Green Bay, WI 54401

(608) 263-6570

### **WFRV-TV (CBS 5)**

**News Desk**

[tips@wearegreenbay.com](mailto:tips@wearegreenbay.com)

1181 E Mason St,

Green Bay, WI 54301

(800) 236-5550

### **WBAY-TV (ABC 2)**

**News Desk**

[news@wbay.com](mailto:news@wbay.com)

115 S. Jefferson St,

Green Bay, WI 54301

(920) 438-3264

### **WLUK-TV (FOX 11)**

**News Desk**

[fox11news@wluk.com](mailto:fox11news@wluk.com)

787 Lombardi Ave,

Green Bay, WI 54304

(920) 490-1407

### **WGBA-TV (NBC 26)**

**News Desk**

[news@nbc26.com](mailto:news@nbc26.com)

1391 North Rd,

Green Bay, WI 54313

(920) 494-2626



---

# CONTACT LIST: GREEN BAY

## GOVERNMENT CONTACTS

### Mayor

**Eric Genrich**  
100 N Jefferson St,  
Green Bay, WI 54301  
(920) 448-3005

### Alderwoman (District 2)

**Veronica Corpus-Dax**  
district2@greenbaywi.gov  
335 Traders Point Ln  
Green Bay, WI 54302  
(920) 562-6552

### County Executive

**Troy Streckenbach**  
305 E Walnut St #680,  
Green Bay, WI 54301  
(920) 448-4001

### State Senator

**Dave Hansen**  
(608) 266-5670  
Room 323 South State Capitol,  
Madison, WI 53707-7882  
Sen.Hansen@legis.wisconsin.gov

### State Representative

**John Macco**  
Rep.Macco@legis.wisconsin.gov  
Room 208 North State Capitol, PO Box 8953,  
Madison, WI 53708  
(608) 266-0485

### US Senators

**Tammy Baldwin**  
709 Hart Senate Office Building  
Washington DC 20510  
(202) 224-5653  
633 West Wisconsin Ave, Suite 1920,  
Milwaukee, WI 53203  
(414) 297-4451

### Ron Johnson

328 Hart Senate Office Building  
Washington DC 20510  
(202) 224-5323  
517 East Wisconsin Ave, Suite 408,  
Milwaukee, WI 53202  
(414) 276-7284

### US Representative

**Mike Gallagher**  
1230 Longworth House Office Building,  
Washington DC 20515  
(202) 225-5665  
1702 Scheuring Rd Ste. B,  
De Pere, WI, 54115  
(920) 301-4500



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# TEMPLATE MEDIA STATEMENTS

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# SAMPLE: EMPLOYEE INJURY OR FATALITY

**FOR IMMEDIATE RELEASE**  
<MONTH> <DAY>, <YEAR>

**For Information:**  
James Madlom  
Mueller Communications  
(414) 390-5500

## STATEMENT OF PIEPER ELECTRIC < TITLE> < INDIVIDUAL>

**MILWAUKEE** - Pieper Electric <title>, <individual> issued the following statement today:

At approximately <time>, <day of the week> a Pieper Electric 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 PIEPER ELECTRIC

Pieper Electric, Inc. is one of the largest privately held electrical contractors in the country. Operating since 1947, it is a full-service electrical/mechanical, construction, service and automation company with divisions based in Wisconsin and with affiliates throughout the United States. Pieper is a large contractor divided into small, highly specialized units, offering today's widest range of services in electrical and mechanical, plumbing & HVAC, data/comm., automation & controls, energy management, and underground construction. Its expertise allows the company to serve as a powerhouse in the industrial, residential, and commercial settings. Pieper Electric, Inc. is an employee-owned company which also does business as PieperPower, Ideal Mechanical, ProLightning Protection, PieperAutomation, Spring City Electric & Systems Technologies through a network of locations that service both Wisconsin and Illinois.

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# SAMPLE: ON-SITE FIRE/EXPLOSION/GAS LEAK

## FOR IMMEDIATE RELEASE

<MONTH> <DAY>, <YEAR>

## For Information:

James Madlom  
Mueller Communications  
(414) 390-5500

## STATEMENT OF PIEPER ELECTRIC < TITLE> < INDIVIDUAL>

**MILWAUKEE** - Pieper Electric <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 PIEPER ELECTRIC

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# SAMPLE: NATURAL DISASTER

## FOR IMMEDIATE RELEASE

<MONTH> <DAY>, <YEAR>

## For Information:

James Madlom  
Mueller Communications  
(414) 390-5500

## STATEMENT OF PIEPER ELECTRIC < TITLE> < INDIVIDUAL>

**MILWAUKEE** - Pieper Electric <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 PIEPER ELECTRIC

Pieper Electric, Inc. is one of the largest privately held electrical contractors in the country. Operating since 1947, it is a full-service electrical/mechanical, construction, service and automation company with divisions based in Wisconsin and with affiliates throughout the United States. Pieper is a large contractor divided into small, highly specialized units, offering today's widest range of services in electrical and mechanical, plumbing & HVAC, data/comm., automation & controls, energy management, and underground construction. Its expertise allows the company to serve as a powerhouse in the industrial, residential, and commercial settings. Pieper Electric, Inc. is an employee-owned company which also does business as PieperPower, Ideal Mechanical, ProLightning Protection, PieperAutomation, Spring City Electric & Systems Technologies through a network of locations that service both Wisconsin and Illinois.

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# **MEDIA RESOURCES & GUIDELINES**

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# 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



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# 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.





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# 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.





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# 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.



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# 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



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# 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?



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## 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?



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## 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?



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## 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?



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# 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?