Tumbler Ridge Community Forest Corp.

Company Policy	Department:	Management	Policy #: POL - 04	
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Subject: **Emergency Communications**	Last Reviewed/Update Date:		August 28, 2012	
Approval: Original signed by	Author:		Duncan McKellar	

1.   Purpose

To establish clear and unambiguous process for Directors and management staff to follow regarding Emergency Communications for TRCF.

2.   Scope

This policy applies to Directors and the Operations Manager for TRCF. This policy includes components typically or often required for directors and managers but does not provide an exhaustive, comprehensive list of procedures for all situations. The TRCF will update policies as required.

Emergency situations and disasters can range from fires, floods and severe weather, to kidnappings, work site accidents and vandalism. An emergency communications plan is formulated to do the following eight things:

1.   Launch quickly.
2.   Brief BOD, Municipality CAO, and TRCF senior management on the situation.
3.   Identify and brief the company spokesperson, Chairman or designate of the situation.
4.   Prepare and issue company statements to the media and other organizations.
5.   Organize and facilitate broadcast media coverage.
6.   Communicate situation information and procedural instructions to employees and other stakeholders.
7.   Communicate with employee families and the local community.
8.   Continually adapt to changing events associated with the emergency.

3.   Prerequisites

It is the responsibility of all TRCF Directors and management staff to act in good faith in following the intent of this policy.

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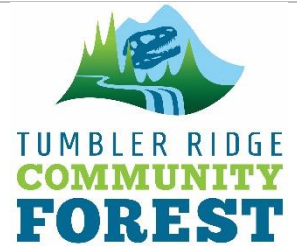
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4. Conduct

I. Following onset of incident, the Chairman or his designate obtains situation report from the emergency source;

II. Chairman brings together all available directors and the Operations Manager;

III. This group referred to as Emergency Communications team(EC) - EC meets to assess situation, develop approach and strategies;

IV. EC to determine the response and message;

V. Chairman or his designate are the company spokesperson responding to the external sources;

VI. EC team prepares initial internal and external communications;

VII. EC team coordinates meetings with media and delivers approved messages;

VIII. EC team prepares and distributes status reports regularly on the situation;

IX. EC team prepares and delivers regular updates to stakeholders, government agencies and other relevant entities;

X. Chairman prepares and delivers messages on resolution of the emergency;

XI. Chairman provides ongoing updates to internal and external parties as the situation is resolved;

XII. EC team stands down once the emergency has been resolved;

XIII. EC team prepares and issues post-event reports as needed to internal and external parties;

XIV. EC team conducts post-event review of and revision to the EC process.

5. Responsibilities

Message Template for the First Minutes of an Emergency

The suggested template below could be used in the first minutes after a suspected incident/emergency when little is known. Keep it simple*.* A well organized, step-by-step plan with relevant information at your fingertips will help you get through most incidents.

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Focus emergency content on relevant information. Provide only the relevant facts as they are available, get them out quickly and proactively, follow up regularly, keep relevant parties informed, resolve incorrect information and tell the truth about the situation.

Sample Emergency Message

1. This is an urgent message from Tumbler Ridge Community Forest Corp.
2. Officials [emergency, public health, WCB, other] believe there has been a serious incident [describe incident including time and location] in _____ area.
3. At this time, we do not know the cause or other details about the incident.
4. Local officials and company staff are investigating and will work with government officials to provide updated information as soon as possible.
5. Stay informed and follow the instructions provided by our spokesperson so you can respond accordingly.
6. Updates to this incident will be provided_____ or sooner once we have confirmation of further details.

When more information is known, additional messages could be added about what is happening, the specific agent, and the actions people should take to protect themselves (if required) and others and where to go for more information. Since these messages were developed to be effective for a variety of scenarios, they will need to be adapted to the specific event.

7. **References**

Communicating in the First Hours - Message Template for the First Minutes for all Emergencies 2007. *http://www.bt.cdc.gov/firsthours/resources/messagetemplate.asp*

Paul Kirvan, CISA, CISSP, FBCI *Emergency Communications Planning Template for Business Continuity Planners 2010. http://searchdisasterrecovery.techtarget.com/Developing-an-emergency-communications-plan-A-template-for-business-continuity-planners*

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8.   Definitions

TRCF - Tumbler Ridge Community Forest Corporation.
EC - Emergency Communications Team; Chairman, all available Directors and the Forest Operations Manager.