C.11. Commercial Director Checklist

No	Item	Time	Initials
	COMMERCIAL DIRECTOR CHECKLIST		
1.	Acknowledge callout and proceed to EMC, do not call for information.		
2.	Keep a comprehensive log of own activities in order to brief to Emergency Management Chairman when required.		
3.	Attend all Emergency Management Chairman's briefings.		
4.	Start media surveillance (TV, radio, internet, newspapers) Advise the Emergency Management Chairman of any significant coverage.		
5.	Prepare Initial media release and obtain Emergency Management Chairman's approval for content, release, method and timing if operating for another operator ensure prior discussion with other operator's media department prior to issue.		
6.	Communicate with PR Organisations as necessary.		
7.	Coordinate regular media briefings after receiving approval for content from Emergency Management Chairman.		
8.	Amend the company website and suspend any inappropriate advertising if applicable.		
9.	Compose a statement for employees and obtain Emergency Management Chairman's approval for content, release, method and timing.		
10.	Refresh the company's information package (prepared in advance) in relation to ADA history. Operations, aircraft data, awards etc.		
11.	Ensure no-one else communicates with the media, wherever (ADA HQ, airports, incident site etc) unless expressed permission is given by Emergency Management Chairman. **Note 1.** Only those trained. **Note 2.** Crew must never talk to media. **Note 3.** Nothing is "off the record"		
12.	Check if any charter operator or client is acting its own emergency response organisation and establish contact details. Agree protocols for information sharing. (Communicate the same to the Emergency management Chairman)		
13.	Coordinate with the HR, EMC Chairman on the repatriation travel arrangements for passengers and crew when released from the Reception Centre or hospital through the provider (Go Crisis).		

Remarks:

Note: Turn-over this document after completion including other related documents (i.e. active logs, etc) to the EMC Administrator

End of Checklist

Name and Signature:		Date:	