



CRISIS COMMUNICATIONS PLAN

Plan submitted by Barbara Hanna
February 2018

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Mission Statement

We provide quality, cost-effective services and facilities to build an exceptional community and a great place to live.

Vision Statement

Sequim will maintain its friendly, small-town lifestyle and overall high quality of life, as it continues to grow and develop as the cultural and civic heart of the Sequim-Dungeness Valley and as a center of commercial, recreational, educational, and medical services.

Description

Geography - The City of Sequim is located 65 miles and approximately two hours west of Seattle on the Olympic Peninsula in the northwest corner of Washington State. The City has a population of approximately 7,000, but supports an additional 25,000 residents, who live in Clallam County outside of the city limits, but depend on the City for essential services. The Olympic Peninsula is separated from the higher density Puget Sound area by two bodies of water and requires bridges and/or the state ferry system for access.

Employees - The City has 78 full time employees, including the Police Department and the Public Works Department, which provides water and sewer utilities and maintains city streets, parks, and facilities. Fire and emergency services are provided by contract with Clallam County Fire District 3.

Tourists - Sequim is a popular destination for tourists and annually hosts the Sequim Irrigation Festival, the longest continuous running festival in the State of Washington, during the first week in May, and Sequim Lavender Weekend, the largest lavender celebration in the country, the third weekend in July. The area is popular for outdoor activities of all kinds. Tourists staying in Sequim can increase the population by several thousand at any given time and by tens of thousands during festival weekends.

Emergency Preparation - The City of Sequim is actively involved in Emergency Management Preparation and partners with Clallam County, Fire District 3, the Sequim School District, Clallam County Public Utility District (PUD), the Amateur Radio Emergency Services (ARES), the Red Cross, and other community members to plan and prepare for a variety of emergency situations.

Purpose of the Crisis Communications Plan

Timely and accurate communications to city residents, the surrounding county residents, city employees and their families, visitors, community partners, and the news media are essential in the event of any emergency or crisis. The purpose of this plan is to provide a framework for effectively communicating with partners and stakeholders accurately and consistently, utilizing the resources that are available during an incident.

The Crisis Communications Plan will serve as an appendix to the City of Sequim Emergency Management Plan.

Key Objectives of the Plan

- Provide City leadership with a framework to execute timely and accurate communications activities during a crisis.
- Ensure that employees are aware of their potential role in executing the Crisis Communications Plan.
- Protect the image and reputation of the City.
- Provide guidance on appropriate communications content.
- Identify potential partners to enhance communications efforts.

Activation of the Crisis Communications Plan

The need to activate the Crisis Communications Plan will be determined by the activation of the Emergency Operations Center or when additional resources need to be employed to effectively communicate with stakeholders. The size of the communications team will be based on the size of the incident and the available resources during the incident.

Potential Threats

This list represents an example of the types of threats that may affect the City of Sequim and its residents. It is not meant to be exhaustive, but rather to provide a premise for communications planning. In addition to local events, there may be occasions for City officials to convey a level of reassurance to residents in a national or global crisis.

Public Safety – an incident or circumstance that puts the public in danger

- High Risk Police Event
- Rioting/Violent Public Demonstration
- Missing Persons – children, elderly
- Interruption of Essential Services
- Bombing or Threat of Bombing

Public Health – an incident or circumstance that puts the health of the public at risk

- Public Utility Failure (water or sewer)
- Hazardous Material Spill
- Air Quality
- Pandemic Flu Virus

Natural Disaster – an extreme event that may occur with or without warning

- Earthquake/Tsunami
- Severe Snow Storm
- Wind Storm
- Wildfire
- Landslide
- Flooding

Reputation – an incident that may cause the community to lose confidence in City Leadership

- Cyber Breach
- Incident Resulting in Diminished Public Confidence
- Financial Indiscretion
- Harassment/Discrimination Suit

Transportation – an incident or circumstance that prohibits citizens and businesses from conducting daily business

- Highway 101 Closure
- Extended Hood Canal Bridge Closure
- Unplanned City Street Closures

Stakeholders and Partners

Stakeholders are described as persons, groups, or organizations that may be affected by the event, the organization or both.

Partners are described as anyone who may aid in communications during a crisis. A list of contacts for this group will be attached.

It is implied in this plan that partners in Crisis Management are also stakeholders. All entities are external unless indicated.

Stakeholders

- City of Sequim residents
- County residents in the surrounding Sequim-Dungeness Valley
- Businesses within the City
- Previous and future visitors to the City
- City employee's families
- Labor unions

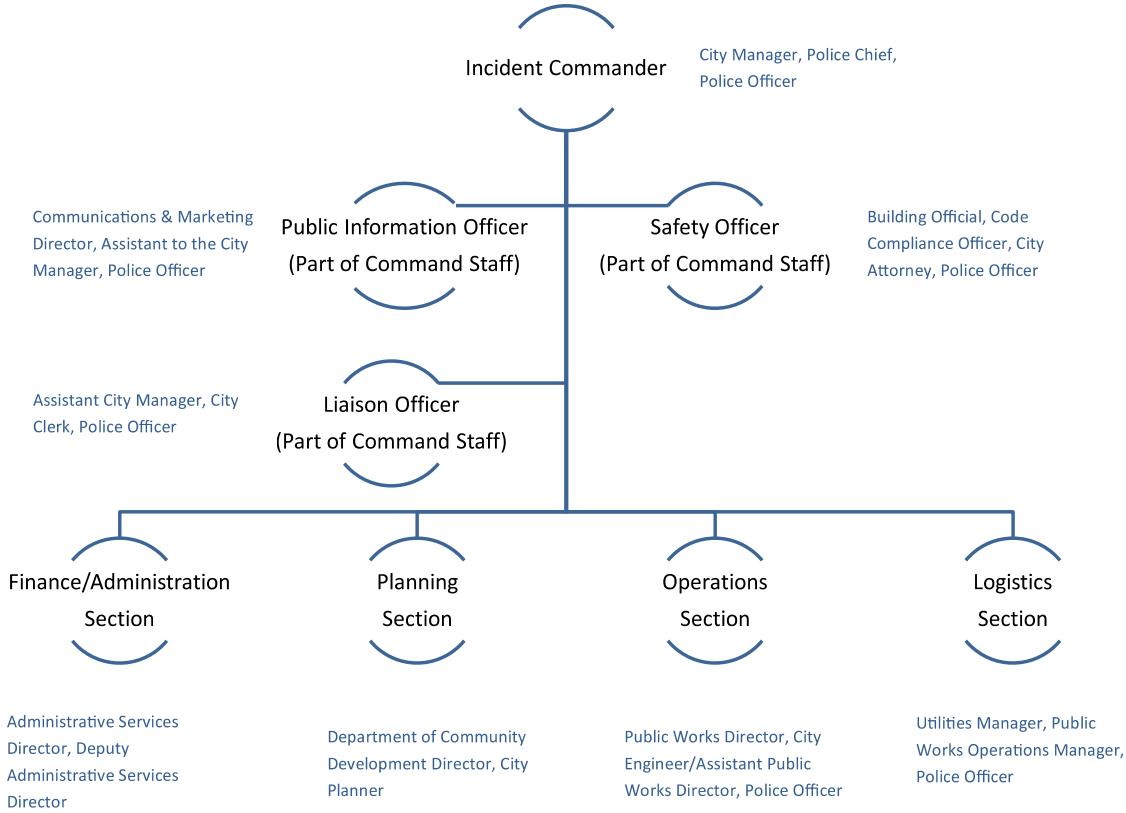
Partners

(Current contact information is kept for this list of potential partners.)

- City Employees including City Council Members (Internal)
- Other Government Agencies
 - Clallam County
 - State of Washington
 - Federal Government
 - Washington State Department of Transportation
 - Fire District 3
 - Port of Port Angeles
 - Clallam County Public Utility District (PUD)
- Community Partners
 - Jamestown S'Klallam Tribe
 - The Red Cross
 - Amateur Radio Emergency Services (ARES)
 - Sequim School District Employees
 - Boys and Girls Club
 - Olympic Medical Center
 - YMCA
 - Shipley Center (Senior Center)
 - Olympic Ambulance
 - Assisted Living Facilities
 - Clallam County Transit

- Volunteers
 - Churches and Faith Based Community
 - Service Organizations
- Chamber of Commerce
 - Grocery Stores
 - Big Box Retail Stores
 - Lodging
- Media
 - Local, Regional, and National

CITY OF SEQUIM EMERGENCY MANAGEMENT ASSIGNMENTS



The City of Sequim has limited staff and staff members will need to fill in wherever necessary in the event of an emergency. This chart represents the staff that will most likely fill the roles designated by the Federal Emergency Management Agency (FEMA) in the National Incident Management System (NIMS). For each position, there are several potential staff members listed. The actual assignments will be made based on who is available at the time of the incident.

The Crisis Communications function falls under the Public Information Officer position. That position will be filled first by the Communications and Marketing Director and will be backed up by the Assistant to the City Manager. A Police Officer who has had public information training will join the communications staff as available or take the role of the Public Information Officer if necessary.

Crisis Messaging Strategy

When a crisis of any nature has occurred, it is the goal of the City to provide accurate and timely information to the media, employees, stakeholders, and partners in the community. **Copy City Council and City Staff on every news release to ensure they have the most current information.** Certain events may dictate that City Council and Staff be notified prior to any public notification. This determination will be made by the Incident Commander or City Manager and the Public Information Officer.

News releases will be released by the Communications staff only. Each release will be approved by the Incident Commander or City Manager (unless delegated to the Department Head), the Department Head responsible for the specific information in the news release, and the Public Information Officer or their designee.

News Releases will be posted to the City website www.sequimwa.gov. Additional pages will be added to the website as necessary to provide more in-depth and background information.

Initial Phase

Be First – It is important that information is delivered in a timely manner to get ahead of the story.

Be Right – It is critical that information is accurate and truthful. Confirm facts. If all of the answers are not known, explain what the process is to gather the information additional information.

Be Credible – Designate a credible spokesperson and subject matter expert to deliver the key messages. Repeat the key messages three times.

Express Empathy – Recognize the impact of the event on victims and their families.

Promote Action – Tell people what they should be doing to protect themselves and their families during the crisis.

Show Respect – Recognize that people may feel vulnerable in a crisis and always show them respect. This will also help promote cooperation and build relationships.

Maintenance Phase

Provide On-Going Updates – Distribute updated information on a regular basis through news releases, press conferences, community meetings, and social media as appropriate.

Provide Background Support – Provide more in-depth information to the public and the media through fact sheets and website postings.

Address Misinformation – Monitor all media and correct any information that is incorrect or could be misunderstood.

Repeat Actions – Repeat messages that inform the public of meaningful steps they can take to protect themselves, their families, and their communities.

Resolution Phase

Continue Updates – Continue communications with the public and the media regarding recovery efforts.

Educate – Inform the community on ways they can reduce their risk in future events by promoting behaviors that reduce risk and encouraging personal preparation.

Evaluation Phase

Incident – After the crisis, evaluate what went well with communications to each stakeholder group and what can be improved upon.

Tools – Evaluate the documents and tools used to facilitate communications during the crisis and adjust as needed for future event.

Plan – Determine adjustments that need to be made to the Crisis Communications Plan and update the document.

Messaging Best Practices

Do:

1. Be empathetic for those affected by the crisis.
2. Be honest. State the facts without dressing them up.
3. Say “I don’t know,” if you don’t know the answer to a question.
4. Assume everything you say to a reporter is “on the record”.
5. Be concise and to the point.
6. Repeat key messages three times throughout the interview.
7. Refer to the organization’s mission and value and tie the message to them if possible.
8. Give yourself time to gather your thoughts.
9. Refer to your notes if needed during an interview.
10. Provide fact sheets when possible.
11. Refer the audience to the City website for up-to-date and in-depth information.

Don’t:

1. Don’t say “no comment.” Tell them if you don’t know the answer or cannot release the information at that time and why.
2. Don’t speculate or offer “what ifs.”
3. Don’t blame others.
4. Never joke around. Humor is never appropriate in a crisis.
5. Don’t agree with a reporter’s statement if you don’t know if it is true.
6. Don’t fall into the “pause” trap. Answer the question and stop talking.
7. Don’t get angry. Reporters may push you. Be patient and consistent with your message.

Key Messages Applicable to Most Crisis Situations

1. The safety of our (citizens, employees, police officers, the community...) is our first priority.
2. Our hearts go out to the victims and their families.
3. We are working closely with (organizations i.e., Fire Department, Red Cross, School District) to resolve the problem.
4. We are committed to keeping the public updated as quickly as possible as we learn more.
5. We are utilizing all available resources to resolve/fix the (problem).

The Communications Team

Internal Team

The Internal Communications Team for the City of Sequim is comprised of:

- Communications & Marketing Director – Serves as Public Information Officer (PIO)
 - Works with Incident Commander and Department Heads on crafting and approving all messages. Releases messages.
- Assistant to the City Manager – Serves as a back-up to the PIO
 - Helps to gather data, monitors social media and informs PIO of any trends or concerns. Posts approved messages to social media and the website. Helps to disseminate information as necessary.
- Police Officer Trained for (PIO)
 - Assists with research and gathering data. Helps to disseminate information as necessary.
- Department representatives to communicate to specific groups (Communications Hub).
- Volunteers

External Partners

Joint Information System

In some incidences, it will be beneficial to partner with the communications staff of other organizations that are responding to the same crisis. The Joint Information System (JIS) is an information network of PIOs and support staff working together to deliver accurate, timely, and consistent information to the public.

Joint Information Center

A Joint Information Center (JIC) is a central location that facilitates the operation of the Joint Information System. It is a location where personnel with PIO responsibilities perform critical emergency information functions, crisis communications, and public affairs functions.

JIC Location:

The City of Sequim Emergency Operations Center (EOC) is located at the Sequim Transit Center, 190 West Cedar Street. The facility has generator back-up.

The main assembly area serves as the EOC and has designated areas for the Incident Command System Sections:

- Incident Command, including:
 - Public Information Officer
 - Safety Officer
 - Liaison Officer
- Finance/Administration
- Operations
- Logistics
- Planning

Adjacent to the main assembly area is a conference room that will be used as the JIC if it is available. The room is separate to help mitigate noise, can accommodate up to 10 people comfortably, and is in close proximity to the Section Chiefs to allow for the timely and effective flow of communications. There is a kitchen located between the conference room and the main assembly area for breaks.

The EOC is equipped with standard office equipment:

- Laptop computers
- Color Printer/Copier
- Conference Phone
- Cell Phones
- Land Line Phones
- Office Supplies
- Wi-Fi
- Ham Radio

The Transit Center is located on the same block as the Sequim Civic Center, 152 West Cedar Street. The Civic Center Council Chambers is outfitted with microphones, a lectern, large screens, and plenty of seating, and will be used for press conferences, public meetings, and training. Additional printers and copiers are also available at the Civic Center. If the Transit Center Conference Room is not available, the JIC will be located at the Civic Center.

JIC Staffing

The JIC will be staffed by designated City employees and communications professionals from partner agencies. Memorandums of Understanding (MOU) are currently being developed with partners and will include a section on JIC support. The Incident Commander will appoint the PIO of the JIC determined on the most experience. Other staff and partners will help to fill support positions. The most likely partners to assist in a JIC are:

- Clallam County
- Fire District 3
- Clallam County Public Utility District (PUD)
- Sequim School District
- Olympic Medical Center
- The Red Cross

Message Development

It is the role of the Communications Team to provide timely and accurate information to all partners and stakeholders. The Team will:

- Gather Information
- Verify Information
- Develop Key Messages
- Obtain Appropriate Approval
- Release Information through Appropriate Channels

Message Approval

News releases and key messages will be developed by the Communications Staff in conjunction with the Incident Command Staff and the Department Head or Subject Matter Expert. All information to be released will be approved by the Incident Commander or the City Manager, the Department Head or Subject Matter Expert responsible for the technical information, and the PIO or their designee. All news releases will be sent by the Communications Team. The Communications Team will release messages to the media, social media, partners, and to other designated departments and volunteers to help with the message delivery.

Designated Spokespersons

In the event of a crisis, the initial message, acknowledging the incident (what happened), expressing empathy and giving high level instructions (boil water, stay in place, stay inside), will be delivered by the following officials based on their availability:

- The Mayor
- The Deputy Mayor
- City Manager

The initial spokesperson will then introduce the Department Head or Subject Matter Expert to give details on what we know, how this happened, what we are doing to resolve the situation, and next steps.

Communications Hub

In the event of an incident, additional staff and volunteers may be needed to help communicate the agreed upon messages to specific audiences. The assignments will be:

- City of Sequim Residents – Departmental Staff
- County Residents – Volunteers
- Businesses in the City – Chamber of Commerce Volunteers
- Previous and Future Visitors – Communications Staff through Media
- City Employees’ Families – Human Resources
- Labor Unions – Legal and Human Resources
- Partners – Liaison Sections Staff



Working with the Media

Types of Media

Television – Immediate impact. Assume they know nothing about the organization or the crisis. Conduct a pre-interview if possible. Focus on 8 – 12 second soundbites. Listen to the whole question before responding. Report the key messages and themes. Use written fact sheets to provide background information.

Newspaper and Magazine – Longer deadlines. More in-depth stories. Often have some subject matter knowledge. Use written fact sheets with relevant data to support verbal interviews.

Radio News – Most immediate deadlines. Tone of voice is the sole medium of the message. Vocalize smooth and complete thoughts. Use relatable examples.

Social Media Platforms, Internet News, & Blogs – Immediate information to as many people as possible. Use visuals when possible. Be sure messages are consistent with communications to other media and work within the constraints of the platform. (See pages 23 & 24 for more specifics on social media.)

Questions to Expect from the Media

- What happened?
- When did it happen?
- Who is involved?
- Where did it happen?
- Why did it happen?
- Who is in charge?
- What are you doing for the people who are hurt?
- Is the situation under control?
- Can you fix it?
- What can we expect?
- Why wasn't this prevented?
- What else can go wrong?
- When did you begin working on this (were notified of this, determined this?)
- Are there things you aren't telling us?
- What does this data or information mean?
- Did you know ahead of time that this might happen? Why wasn't this kept from happening?
- What should people do or not do now?
- Are those who got hurt getting help and, if so, how?
- Is this crisis contained?
- When can we get more information?

How to Write a News Release

Contact Information and phone number
Date the information should be released

Headline – should be short, but capture the main news point

Organize information with the most important at the beginning with progressively less important information in each paragraph.

Lead Paragraph – should answer as many of the 5 W's as possible

- Who
- What
- When
- Where
- Why/How

Source – if not already provided, answer the question “How Do I Know”

Other Essentials – why is this important, who will be impacted, how was this done

Quotes – include a quote from City official or industry expert

Anything Else – wrap up with any other missing information i.e., who the public should contact, where to find additional information.

Other Tips:

- Avoid using industry jargon.
- If using an acronym write out the entire term the first time it is used.
- Write in the third person he/she vs. we/I.
- Keep the release informational, not flowery. Stick to the facts.
- Use subheads if it is a long release.
- Add photos if available, relevant, and they add to the content.



CITY OF
SEQUIM

152 W. Cedar Street, Sequim, WA 98382
PH (360) 683-4139 FAX (360) 681-3448

Sample News Release

City of Sequim News Release

Contact:

Ty Brown (360) 912-3220
Operations Manager

For Immediate Release:

December 2, 2016

City Crews Prepare for Possible Snow

SEQUIM-- The National Weather Service says there is a likelihood of snow early next week. City of Sequim Public Works crew will be on call throughout the weekend to clear City streets if necessary.

During snow storms, the City crew concentrates on clearing the main arterials first. Washington Street, Sequim Avenue, 5th Avenue, 3rd Avenue, overpasses and school routes (when schools are in session) are the top priorities. Residents can view a map of the snow clearing routes on the City of Sequim website at <http://www.sequimwa.gov/DocumentCenter/View/4397>.

City crews have been spreading magnesium chloride, a liquid de-icing agent, on main arterials and overpasses this fall, when temperatures have dropped.

There are 54 miles of city-owned roads and alleyways in the City of Sequim, in addition to parking lots and sidewalks. There are also 19 miles of private streets and roadways within the city limits that the city does not clear. The city asks the community to help by clearing snow from the sidewalks that adjoin their homes and businesses.

Please contact Operations Manager Ty Brown at (360) 912-3220 or tbrown@sequimwa.gov with questions.

#

Attachment: Map of Snow Clearing Routes



152 W. Cedar Street, Sequim, WA 98382
PH (360) 683-4139 FAX (360) 681-3448

Sample News Release

City of Sequim News Release

Contact:

Charlie Bush (360) 681-3440
City Manager

For Immediate Release:

October 12, 2016

City of Sequim to Activate Emergency Operations Center in Anticipation of Storm

SEQUIM—The City of Sequim will work with Fire District 3 and other emergency management partners to activate the Emergency Operations Center (EOC) at approximately 3:00 p.m. on Thursday, October 13, 2016 in anticipation of two storm fronts expected to pass through western Washington beginning Thursday afternoon and continuing through the weekend. The EOC, located at the Sequim Transit Center, 190 W. Cedar Street, will be activated intermittently as needed through the duration of the storms.

The National Weather Service has issued a Special Weather Statement for western Washington in anticipation of high winds and hefty rainfall.

http://forecast.weather.gov/MapClick.php?lat=48.079539826000484&lon=-123.10183776599967#.V_6ohcsVG77.

The strong winds could break tree limbs, topple small trees, and cause power outages. Heavy rains may cause some flooding. Residents are advised to prepare in anticipation of possible power outages, and are reminded to not drive unless necessary during the storms.

City crews will be on call over the weekend to respond as necessary.

#



CITY OF
SEQUIM

152 W. Cedar Street, Sequim, WA 98382
PH (360) 683-4139 FAX (360) 681-3448

Sample News Release

City of Sequim News Release

Contact:

Sue Hagener (360) 681-3426
Administrative & Financial Services Director

For Immediate Release:

September 7, 2016

Sequim Utility Bill Error

SEQUIM—Sequim utility customers have received the wrong bills for the month of September. Duplicates of the utility bills dated August 1 were accidentally mailed to customers instead of the September 1 statements.

Correct statements for the month of September are in the process of being mailed and customers can expect to have them within three to five business days. Customers are instructed to wait until they received the correct statements before making their utility payment.

If customers pay on-line or use auto-pay, the outstanding amount on the electronic statement is correct, and the amount that will be deducted from your bank account will be correct.

If payments based on the August statement have already been sent, any over or underpayments will be reflected on the October 1 statement.

The Utility Department has extended the due date to September 30 for September bills.

We apologize for any inconvenience. Please contact the City of Sequim Finance Department at (360) 683-4139 with questions.

#

Social Media

Social Media Strategy

Social media is an important and effective communications tool and should be used as a compliment to traditional media to deliver immediate information to as many stakeholders as possible.

Social Media Staffing

During a crisis situation the primarily role of monitoring and managing social media will fall to the Assistant to the City Manager or whomever is designated as the back-up Public Information Officer. Volunteers and additional staff members will be brought on to the team as needed to maintain the necessary social media presence.

Advantages of Social Media

- Provides immediate information to a wide audience
- Works in support of a broader communications strategy
- Helps dispel rumors by immediately providing accurate information
- Incorporates website links where media outlets and the public can obtain more detailed information
- Can create rapid connections and build relationships with the public
- Can be utilized to keep a pulse on public emotions and concerns

Disadvantages of Social Media

- Many members of Sequim's population are not active on social media
- Social media is time consuming and must be constantly monitored to dispel rumors
- Some social media platforms are limited in how much information can be included
- Allows everyone to become a reporter
- Some people may post to create controversy or advocate for their side of an issue or event

Social Media Messaging

- Be first – if possible, get out ahead of the story
- Be accurate
- Be consistent in messaging with traditional news releases
- Identify who is providing the information (The Sequim Police Department, The Sequim Public Works Department, etc.)
- Use simple but appropriate hashtags to monitor input
- Correct any misinformation or rumors
- Postpone all previously scheduled posts until the crisis is under control
- Join in the conversation and answer questions
- Post appropriate to the platform
- Utilize visuals or video whenever possible
- Direct readers to the City website for more detailed information
- Link to other relevant websites when appropriate
- Ask partners and stakeholders to help spread the message through their networks
- Do not get into an argument - correct misinformation and let it go

Social Media Accounts (Key personnel will have access to all account passwords. Passwords will also be stored in the Public Information Officer container in the Emergency Operations Center.)

Primary:

Hootsuite – Cross platform social media planning and scheduling tool. Allows you to post to several accounts at the same time.

sequimsm@sequimwa.gov

Facebook:

City of Sequim Government

Twitter (280-character limit):

City of Sequim@cityofsequim

YouTube:

Sequim Government

Secondary Accounts:

Facebook:

Visit Sunny Sequim (Sequim's tourism Facebook page. This page has a larger reach than the government page, and many local residents follow the page.)

Sequim, WA Facebook page – Not an official City page, membership based, large following, incorporate as a partner.

Twitter (280-character limit)

Visit Sunny Sequim@visitsequim (Sequim's tourism Twitter account, like Facebook, it also has local followers.)

Additional Outreach Methods

Reverse 911 – The City of Sequim has access to Everbridge, a reverse 911 system that is operated through PENCOM dispatch system. Messages through Everbridge will be communicated by the Sequim Police Department.

Information Kiosks – In the event of a technology failure, residents will be directed to three locations throughout the City where they can find official updates during a crisis. Those locations are:

- Carrie Blake Community Park outside the Interpretive Center at the Water Reuse Site.
- Civic Center Plaza
- The Olympic Discovery Trail at 7th Avenue and Hendrickson

Door Hangers/Flyers – Volunteers will be utilized to distribute door hangers/flyers in specific neighborhoods when necessary.

Loud Speakers – Speakers on emergency vehicles may be utilized to communicate throughout the community when other methods are unavailable.

Community Meetings – Meetings will be held to provide updated information on the crisis situation and instructions for the public. Locations will be determined based on the incident, but the most likely venues are the Civic Center and Guy Cole Center at Carrie Blake Community Park.

Crisis Communications Plan Review

The City of Sequim Crisis Communications plan will be most effective if the information it contains is easily accessible and accurate. The plan will be evaluated by the Communications Team, as a sub-evaluation of the Comprehensive Emergency Management Plan (CEMP), for its effectiveness and accuracy following any incident where the plan is activated.

In addition, the plan will be reviewed annually to ensure that contact information, account information, and any other necessary content is up-to-date.

Appendix 1**Media Contacts**

| Local Media | | | |
|----------------------|----------------------------|--|--------------|
| KSQM Radio | | news@ksqfm.com | 360-681-000 |
| | News Director, Ed Evans | edevans@aol.com | |
| KONP Radio | | info@konp.com | 360-457-1450 |
| | News Anchor, Pepper Fisher | pepper@konp.com | |
| Sequim Gazette | Editor, Mike Dashiell | mike@sequimgazette.com | 360-683-3311 |
| | Reporter, Matthew Nash | mnash@sequimgazette.com | |
| | Reporter, Erin Hawkins | ehawkins@sequimgazette.com | |
| Peninsula Daily News | | news@peninsuladailynews.com | 360-417-3521 |

| Regional Media | | | |
|-----------------------|---|--|------------------------------|
| Seattle Times | Managing Editor, Michele Matassa Flores | mflores@seattletimes.com | 206-464-2714 |
| | Deputy Managing Editor, Lynn Jacobson | ljacobsen@seattletimes.com | 206-464-2714 |
| | News Editor, Melissa Davis | mdavis@seattletimes.com | 206-464-2506 |
| Tacoma News Tribune | Editor, Dale Phelps | Dale.phelps@thenewstribune.com | 253-597-8681 |
| | News Editor, Adam Lynn | Adam.lynn@thenewstribune.com | 253-597-8644 |
| | News Editor, Randy McCarthy | Randy.mccarthy@thenewstribune.com | 253-597-8277 |
| Everett Herald | | newstips@heraldnet.com | 425-339-3428 |
| King5 TV | | newstips@king5.com | 206-448-3850 |
| KOMO TV | News Director | | 206-404-4000 |
| | News Tips | tips@komonews.com | 877-397-5666 |
| KIRO TV | | newstips@kiro7.com | (same email for KIRO radio) |
| Q13 KCPQ TV | | tips@13fox.com | |
| KUOW Radio | | Programming@kuow.org | 206-543-2710 or 866-820-9919 |
| KOMO Radio | News Room | | 206-404-5666 |
| | News Tips | | 877-397-5666 |

Appendix 2**Stakeholder and Partners Contacts**

| Stakeholders and Partners | Position | Email | Phone |
|----------------------------------|----------------------------|--|------------------------|
| Clallam County | | | |
| Mark Ozias | County Commissioner | mozias@co.clallam.wa.us | (360) 477-2641 |
| Bill Benedict | Sheriff | Bbenedict@co.clallam.wa.us | (360) 417-2459 |
| Ron Cameron | Sheriff's Office | rcameron@co.clallam.wa.us | (360) 417-2570 |
| Penny Linterman | Emergency Management | plinterman@co.clallam.wa.us | (360) 417-2483 |
| Jamye Wisecup | Emergency Management | jwisecup@co.clallam.wa.us | (360) 417-2525 |
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| WSDOT | | | |

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| Pacific NW Natl. Lab | | | |
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| Boys & Girls Club | | | |
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