



CRISIS COMMUNICATIONS PLAN

Here is a suggested outline of steps you can take during a crisis such as a jobsite accident, traffic situation, media inquiry, or anything that you feel is a crisis.

Please note: No matter what type of crisis you are facing, remember you are not alone. MITA is here and prepared to help. **Contact us ASAP** at the numbers listed below.

EMERGENCY SITUATIONS

- Call 911. Provide appropriate first aid care while emergency personnel are in route. Post an employee at the road to direct any emergency responders. Keep bystanders out of the area.
- Gas/utility related emergencies **may require** building evacuation. Notify the utility owner ASAP.
- Call the MITA office at 517-347-8336 (Monday-Friday, 7 a.m. - 5 p.m.). **If after hours, refer to the list below.**
- Contact family of any injured individuals.

MITA After Hours Contact List

Safety/Accident/MIOSHA	Engineering/Technical	General Media Spokesperson for Your Company
Rob Coppersmith Cell: 517-896-1495	Glenn Bukoski, P.E. Cell: 517-256-0741	Mike Nystrom Cell: 517-896-1493
Pat Brown Cell: 517-896-4753	Doug Needham, P.E. Cell: 517-896-6186	Keith Ledbetter Cell: 517-214-0386

MEDIA SITUATION

If the media contacts you regarding any matter, consider talking with MITA first before consenting to an interview. This is important, especially in the case of an emergency situation, such as a jobsite accident.

Following an emergency situation, if it is not possible to involve MITA before talking to the media, assign one employee to deal with the media as your media spokesperson. Assign the same person to deliver the news to employees.

- Do not initiate any calls to the media. Brief your receptionist to refer all media calls to your media spokesperson.
- Refrain from using the phrase “No Comment”.
- Prepare a short statement for your media spokesperson to use. Here is a sample of a statement that could be used in the case of a jobsite accident:

Sample Media Statement

“An employee was injured today following a jobsite accident. We regret that this incident occurred, the family of the employee is being contacted, and this incident is being investigated.”

- Do not discuss the situation further with the media, do not release the name of the employee(s) or citizen(s) involved in the accident, and do not discuss who may be at fault, possible causes, or how serious the situation is until you have received advice on these matters from MITA.
- Make a statement to your employees regarding what happened. The statement can be similar to the media statement.

MIOSHA SITUATION

Your first call regarding a jobsite injury or fatality should be to MITA. MIOSHA must be called within 8 hours of a fatality or catastrophe. A catastrophe is defined as 3 or more employees who are hospitalized as a result of a workplace accident.

MITA has made, and will continue to make, calls to MIOSHA on behalf of our members. MIOSHA incident numbers are:

1-800-866-4674.....8 a.m. to 5 p.m.....HOTLINE

1-800-858-0397.....After 5 p.m., before 8 a.m.....Fatality and Catastrophe HOTLINE

MITA is fully prepared to assist you during post accident MIOSHA inspections, including informing MITA members of employee interview options.

SITUATION FOLLOW-UP

In the event of a jobsite accident, or any crisis, and AFTER your situation has stabilized, call MITA to discuss the following:

What happened?

What was the contributing factor(s)?

How serious is the situation?

What are you going to do to restore the situation to normal?

What can you do to avoid similar situations in the future?

Did you handle this crisis appropriately?

Do you need to create a crisis communication plan, or update your existing plan?

Do you or any of your employees/families need grief counseling? Having a plan to handle grief counseling for the family and your employees is very important. MITA has resources that can help your employees/families go through the grief process.

The information contained here is intended to be a brief overview of the crisis communication process for most common crisis situations you may encounter on a jobsite. For detailed printed materials regarding crisis communications, contact the MITA office.