

Appendix A: External Communication

Business Function:

Provide expert/professional information through a variety of media about consequence management phase of a large scale emergency, environmental or public health concerns. Provide information to business partners, other agencies, the Environmental Quality Commission, and the Governor’s Office on the status of the Agency’s recovery of normal operations. Coordinate with other applicable agencies as necessary.

Recovery Time Objective:

During an incident, communication is our most critical function. Our most critical communication types will need to be operational with a few hours while less critical communication could be delayed for up to two weeks.

- External communication of event-related information to media, other agencies, and the public should be restored within 6 hours.
- External communication on the status of the Agency’s recovery of normal operations should be restored within 6 hours.

Key Staff Necessary to Continue Business Function:

	Staff Member	Role / Responsibilities	Line of Succession
1.	Communications and Outreach Manager or Regional Public Information Representative	Oversight of External Communications	Team Lead
2.	Communications Outreach Lead Staff	External Communications Specialist	Primary Team Lead Backup
3.	Communications Outreach Web Specialist	Web Communications	Secondary Team Lead Backup

Key Processes Necessary to Continue Business Function:

	Business Process	Point of contact and Contact information	Recovery Time Objective and Rationale
1.	Ability to craft press release	Communications Team Leader	Within 4 hours – to meet a preferred goal of releasing information within 6 hours to the media, the ability to begin work must be within 4 hours.
2.	Ability to contact media (see page 22 for key contact information)	External Communications Specialist	Within 6 hours -- External communication to the media will be expected very soon after an event.
3.	Ability to establish a hotline phone number for outgoing message and to receive incoming voice-mail messages	External Communications Specialist	Within 6 hours – hotline message based on press release
4.	Ability to use the auto-email utility	Web Communications Specialist	Within 8 hours – needed to rapidly spread word to interested news outlets

Key Dependencies:

	Upon what functions and processes is this business process dependent?	Point of contact and Contact information	Recovery Time Objective for the dependency
1.	4 Telephone lines	Computer and Communication Systems Team Leader	Within 6 hours - at least one phone technology must be made available
2.	Television	Web Communications Specialist	Within 24 hours – It is critical to be able to monitor what is being broadcast about the event via the media.

Vital Records:

Description	Where	Contact
News Media Web file	Office of Communications shared directory in folder named “Media”	Primary Contact Person: Web Specialist
Auto Email Utility	Office of Communications shared directory in folder named “media”	Primary Contact Person: Web Specialist

Equipment/Office Supplies:

Description	Where	Contact
Television (cable TV connectivity preferred)	No specific unit is required. The location of the set should be at the alternate location for the Communications Team. Cable TV connection is important.	Web Specialist
Laptop and Printer	Laptop with standard DEQ applications that can be networked by cable or wirelessly.	Web Specialist

Facilities:

Description	Where
Office space for 8 people	See appendix E
Meeting room space for 5 people	See appendix E

Scenario #1: Loss of Facility

Our plan to ensure continuity of operations if a DEQ office building is temporarily or permanently unavailable.

Examples:

- The facility destroyed by fire and smoke damage
- The facility temporarily unavailable due to flooding
- The facility temporarily unavailable due to contamination

Recovery Procedure

The Communication Team needs to assemble at the designated alternate site rapidly and have phone or radio communication with other recovery teams to keep abreast of progress. Beyond keeping abreast of progress, the Communication Team will begin crafting press releases and establish a hotline phone number with outgoing message and the ability to record incoming voice-mail messages.

Recovery Location

See appendix E

Dependencies

This plan is dependent on at least one of the designated alternate worksites being available during the time our facility is not available.

This plan is dependent on some manner of phone system being available.

Recovery Steps - Summary

- Step 1 - Contact backup Communication Team members and arrange meeting at alternate site.
- Step 2 – Communication Team meets and reviews plan.
- Step 3 – Assign staff to communicate with other DEQ Recovery teams
- Step 4 – Assign staff to deploy necessary computer equipment
- Step 5 – Assign staff to deploy necessary television equipment
- Step 6 – Begin work on crafting answers to likely media questions
- Step 7 – Establish hotline with outgoing message and can receive incoming messages
- Step 8 – Submit press release to Business Continuation Coordination Center and other agencies if applicable for review
- Step 9 – Issue press release regarding current recovery status and post information to Web Site
- Step 10 – Conduct interviews/participate in and arrange for news conferences as appropriate

Recovery Steps - Detail

	Step	Step Detail	Additional Resources Required	Responsibility	Date Cmpl Initials
1	Contact Team members and arrange meeting at alternate site	Team leader will determine which backup facility is available and contact other team members to arrange time for meeting		Communications Team Leader	
2	Communication Team meets and reviews plan.	Determine parts of BCP that fit the current situation, modify it as necessary and review with the team.		Communications Team Leader	
3	Assign staff to communicate with other DEQ Recovery teams	Essential to keep abreast of events and other recovery team efforts. Assign this responsibility to someone.	Contact numbers for the BC Executive team for gathering information and relaying updates	Communications Team Leader	
4	Deploy necessary computers	Equipment should be deployed early. If network connectivity is available, set up available laptops or other computers to the network. Configure them for printing.	1 to 3 laptops as available. Network connections.	Communications Web Specialist	
5	Deploy television for tracking media reporting	Equipment should be deployed early. Connect TV to Cable connection if available.		Communications Outreach Specialist	
6	Begin work on crafting answers to likely media questions	Determine list of likely questions from media and determine responses appropriate for depicting Agency's efforts in positive manner	Crosswalk with DEQ content experts	Communications Team Leader	
7	Establish hotline with outgoing message and can receive incoming messages	Early deployment of a hotline is important. This can be someone's existing telephone number and voice-mail, if necessary. Establish an outgoing message that summarizes the situation. Publicize the phone number through news release / media contacts.	Media contacts for publicizing the hotline number	Communications Team Leader	
8	Submit press release to Business Continuation Center and other agencies if applicable for review	The Business Continuity Coordination Center must aware of press releases and approve them before they are issued. Additionally, when appropriate, contact other agencies for review of information to be released. Depending on situation, the State may have one central communication center.		Communications Team Leader	

	Step	Step Detail	Additional Resources Required	Responsibility	Date Cmpl Initials
9	Submit press release regarding current recovery status	At appropriate time within 6 hours after recovery of communications began, submit a press release describing the agency's situation.	Normal methods as available.	Communications Team Leader	
10	Conduct interviews/participate in and arrange for news conferences as appropriate			Communications Team Leader	

Scenario #2: Loss of Workforce

Our plan to plan to ensure continuity of operations if a facility is disabled by the loss of workforce.

Examples:

- The workforce is on strike.
- There is a major disaster in the area and workforce members have taken time off to care for families and their homes.
- Several members of the workforce are injured on the job or become ill.

Recovery Procedure

The Communication Team will work with available staff to resume functions. Depending on the extent of workforce outage, we may need to use temporary staffing to assist in operations.

Recovery Location

Not applicable: Recovery will take place onsite.

Dependencies

This plan is dependent upon some key staff being available to resume the communication function and having the knowledge to ensure continuity of operations.

This plan is dependent upon temporary staffing being available – which may not be the case in the event of a wide-scale disaster.

Other Considerations

None

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