

## COMMUNITY SPOKESPERSON – EVACUATION RESCIND

- Prior to any interviews, receive a briefing from the Incident Commander, Executive Director of Finance, EOC Director, Information Officer (IO) and/or Emergency Program Coordinator (EPC) and confirm:
  - The threat has passed and to what extent it might return
  - Expected dates and times by area or neighbourhood as appropriate
  - A full or partial rescind; will still be evacuation alerts in place and if so, what areas
  - Public safety key messaging
  - Where to get more information on:
    - Safe re-entry
    - Damage assessment
    - Location and contact information for the Recovery Centre and other support agencies
  - A Re-entry Plan is in place and what are the key points from it that need to be communicated to the public and stakeholders and by what media types
- Review the Communications Plan for the rescind notification with the EOC Director and the PIO
- Confirm the timing and location(s) of any media interview and/or events
- To better prepare yourself for the interview(s), confirm:
  - Which traditional media will be attending the interview and what social media platforms are being used officially by the EOC or community leadership
  - Ask the interview(s) ahead of time:
    - What their questions will be
    - What their intended storyline is
    - When and how it will be broadcast
  - What other agencies may be required to participate in the interview; consider lead agency, responder agencies, and other support organizations
- During the interview(s):
  - Follow the “CAC” principle: Concern, Action, Commitment
  - Ensure messaging conveys empathy, address what is being done to respond to the situation and express that all efforts are focused on supporting those affected
  - Only speak to factual information that has been approved by the EOC Director
  - Where questions are asked and you cannot answer, avoid the phrase “No comment” and instead, refer them to a subject matter expert if one is available or use one of the following responses:
    - “I’m not the best person to address that, but I will find you with someone who can.”
    - “We don’t have that information right now. When we do, we will share it.”
    - “At this time, we are focussed on responding to the situation at hand. Once things have stabilized, I would be happy to get you some information on that.”
  - Remain calm and confident in order to reassure the impacted public
- Identify any information that is confidential and/or sensitive to any official investigations surrounding the event and ensure it does not get released
- Ensure that all staff, EOC personnel and responders know that all media inquiries are to be directed to the EOC Information Officer for follow up