

## Communication Plan

A communication plan consists of different communication systems. The installation and availability of appropriate transmission tools are essential to the success of the plan.

The United Counties of Prescott and Russell have access to an advanced technological telecommunications system as well as a written communication system.

In emergency situations, communication **between families and residents** will be established with the following telecommunications systems:

The telecommunication system consists of the following:

- 1) **Phone**  
The telephony plan for the EOC runs is to use the lines available on this network. Calls are routed through Microsoft Teams via Bell Canada services.
- 2) **Cellular**  
Some numbers are accessible. These numbers are listed in the appendices of this plan. The directors of each department will have access to this resource including department heads and counterparts as well as the list of mayors and their call back numbers.
- 3) **Independent radio system**  
The Director of Public Services has access to this independent radio system.
- 4) **Amateur radio**  
The EOC may have access to the amateur radio service. The Director of Emergency Services has access to this system. Radio communications will be coordinated from the communications center indicated in the EOC plan.
- 5) **Television & Radio**  
The EOC will have a radio and television to obtain information from external sources. The radio and television vehicle could be used to inform the public.
- 6) **Media**  
The media can play an important role in the distribution of EOC messages. A telephone list is available in this document.
- 7) **Emergency services**  
The Emergency Services have access to portable radios whose frequencies are private. Here are the radio frequencies: (all in 12.5 Khz except weather)
  - F1: RX154.100 TX 159.675 Tone:151.4 HZ MT-Ripon
  - F2: RX-TX 154.100 Tone 151.4 HZ Simplex
  - F3:RX:162.550 CSQ Weather
  - F4: RX/TX165.240 PL114.8Hz (F4 in 4 laptops only.)

The written communication plan consists of a message from the EOC that will be sent and recorded as listed in Appendix E and F.

All incoming messages will be archived (in duplicate) by the person responsible for communications or his/her delegate and then forwarded to the appropriate person.

All outgoing messages will be recorded (in duplicate) by the originator and the original document will be forwarded to the communications officer or his/her delegate for transmission. The original copy of the document will be archived by the communications officer.

### Communication strategies

**Apologizes:** The organization admits fault and responsibility for the misconduct. It promises to correct the misconduct. → This will help improve its **long-term** reputation with the public.

**Sympathy:** set up in such a way as to demonstrate to the public that the company is the or a victim of the crisis. → The effectiveness of this strategy is **short-lived**: the public is often **unreceptive** and unsympathetic to the organization.

**Avoidance:** Is used to shift blame to another organization and takes no responsibility for the event → Effectiveness is **very short-lived**.

**Joint:** Spreading responsibility for the event across multiple organizations during an incident → **effective, long-term strategy**.

### Key message

#### **Be clear and concise**

- Each message should be a single sentence;
- Each sentence should have a maximum of 20 words.

#### **Develop your plan to answer the following questions:**

- What is it?
- When
- Where
- Who is
- Why do we need to do this?
- How to
- What is the plan?

#### **Promise of action to solve the problem**

**Explain the situation and detail possible conclusions that may arise in the future.**

### The principles of communication

- Recognize the problem as soon as possible;
- Build a relationship of trust and transparency;
- Tell the truth → Acknowledge and admit uncertain points;
- Demonstrate empathy;
- Putting the public first (more important);
- Emphasis on critical messages to reduce the crisis state;
- Take responsibility for the crisis (does not mean that he is the cause of the problem);
- Control the panic generated by the situation;
- Create solutions, a plan and share it.

### **During the crisis**

The Corporation of the United Counties of Prescott and Russell recognizes that the primary source of information for the media will be our employees. To control rumors and the message conveyed, the Corporation will apply the following plan, if necessary:

- Provide details of the crisis to employees;
- Use senior management to talk to employees;
- Provide periodic status updates;
- Clarify rumors as soon as possible;
- Ensure that employees have all the information given to the public and the media;
- Give employees a message to take to the media and the public if they are asked questions.

### **The priorities**

- Contain or solve the problem;
- Communicate with the people involved;
- Communicate with employees;
- Communicate with those indirectly affected;
- Communicate with external bodies such as the media.