

Team Work Exercise

A major tornado has touched down in your community. You don't have a lot of details, except that it has extensive damage to your building and operations. There are reports of injuries and possible deaths. It is now 18:00 hrs. The rain is intense; the weather shows no sign of relief.

Many agencies are responding to the emergency. Your crisis communications team (Emergency Operations Centre) has been activated.

You are a member of the team that has been assigned to activate the communications plan to ensure adequate and appropriate response.

	Communication Activities	Ind. Ranking	Team Ranking	Experts Ranking
A	Identify the tasks necessary to manage communications during the emergency			
B	Assess logistical needs			
C	Set clear objectives for the overall operation			
D	Implement a media communication plan			
E	Gather and analyze the facts of the current situation			
F	Develop strategies (priorities, sequence, timing of major steps)			
G	Co-ordinate external resource requirements with crisis team			
H	Establish reporting system			
I	Put out the first news release			
J	Anticipate future communications requirements			
K	Set up a process to monitor the media			
L	Engage social media			
M	Engage internal stakeholders			