Our Daily Bread

EMERGENCY COMMUNICATION PLAN

Updated February 2016

Table of Contents

1. Introduction
2. Acknowledgements
3. Rehearsal Dates
4. Purpose and Objectives
5. List of Key Publics
6. Notifying Publics
7. Crisis Team
8. List of Emergency Local and Personal Officials
9. List of Key Medias
10. Spokespersons for Related Organizations
11. Crisis Communication Control Center
12. Equipment and Supplies
13. Pre-Gathered Information
14. Key messages
15. Website, Blogs and Social Media
16. Trick Questions
17. List of Prodromes- List 3-5 possible prodromes.
18. Other related URLs
19. Evaluation Form- Create one based on the one in the book.

**Introduction**

Our Daily Bread is dedicated to providing the community with delicious food and a pleasant dining experience. In the face of contaminated food and/or foodborne illness, Our Daily Bread promises to address the matter with haste and precision. We strive to work with and for the community to create a pleasurable and memorable dining experience, and pledge to put our customers first no matter what the case.

**Acknowledgements**

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**Rehearsal Dates**

This plan will undergo consideration for revision twice a year. The plan will be rehearsed every six months, in September and March. Since our clientele includes a large number of Appalachian State University students, rehearsing the plan near the beginning and end of the school year is effective for training our current/new employees, and preparing for business fluctuation.

**Purpose and Objectives**

Our purpose as a company is to engage in honest and quick communication in the face of a crisis. Our objectives are as follows:

* Release any and all information as soon as it is made aware to Our Daily Bread Management.
* Be completely honest and transparent with our communication
* Put our customers above all else in the case of a crisis
* Work with the community to solve current issues and prevent future ones

**List of Key Publics**

Enabling Stakeholders

Jennifer and Sam Parker, *Owners of Our Daily Bread*

Functional Stakeholders

Our Daily Bread Management

Our Daily Bread Employees

Patrons:

Town of Boone

Appalachian State University Student, Faculty/Staff and Affiliates

Normative Stakeholders

Locally Owned Boone Restaurants

Appalachian State University

Diffused Stakeholders

Local Media

**Notifying Publics**

Owner → Management → Employees

*The owners of Our Daily Bread will speak directly with the media. Under NO circumstances should any employee speak on behalf of Our Daily Bread. All information is confidential and once confirmed will be released to the public via the owners.*

**Crisis Team**

* Owners - Will speak to the public and lead the team
* General & Assistant Manager - Will contribute to discussion and help the owner communicate effectively and accurately

*Wait staff is not involved unless there is a direct correlation to the crisis.*

**List of Emergency Personal and Local Officials**

* Dana Crawford, Chief of Police

Boone Police Department

 (828) 268-6900

* Len Hagaman, Sheriff

Watauga County Sheriff's Office

 (828) 264-3761

* Boone Fire Department

(828) 268-6180

* Dr. Sheri Everts, Chancellor of Appalachian State University

(828) 262 2040

* Food and Drug Administration

1 (888) 463-6332

**List of Key Media**

* Social Media

Our Daily Bread Twitter and Facebook

* WASU

Lindsey Adorjan, Station Manager

adorjanle@email.appstate.edu

Kalyn Sisco, News Director

siscoke@appstate.edu

90.5wasunews@gmail.com

* WSOC

 Elaine Farias, Public File Contact

Phone: (704) 335-4786

Fax: (704) 335-4961

elaine.farias@wsoc-tv.com

* WBTV

 To report breaking news, call 704-374-3691 or email assignmentdesk@wbtv.com.

* WXII The Triad

Phone: (336)721-9944

Fax: (336)721-0856

**Spokespersons for Related Organizations**

Since we are a local organization, we utilize local produce in our food. If contaminated food is obtained locally, then other local businesses may also be at risk. The following businesses also use local produce, and could possibly be affected by food contamination:

* Come Back Shack- (828) 264-2797
* Proper- (828) 865-5000
* Hob Nob- (8280 262-5000

**Crisis Communication Control Center**

Office located in Our Daily Bread at 627 West King Street, Boone, NC 28607. If the crisis affects the structure of our building, the Control Center will be the home of the Owners, off King Street.

**Equipment and Supplies**

* Rubber gloves
* Commercial Food Service Cleaner
* Floor Mats,
* Hand Washing Stations
* Hand Dryers
* Mops
* Wash-Down Stations
* Sanitation Posters
* First-Aid Kits

*Choosing these specific supplies will allow Our Daily Bread to maintain a sanitary and up to code workplace.*

**Pre-Gathered Information**

**News Release**

**For Immediate Release**

Date: February 19, 2016

Contact: Our Daily Bread Owner (name/phone number)

BOONE, NC., Reports of Our Daily Bread food products being contaminated has been confirmed. Recent customers have notified Our Daily Bread of their current outbreak of food poisoning. We urge customers to contact \_\_\_\_\_\_\_\_\_\_\_\_\_ (name of owner) if they are experiencing symptoms of any foodborne illness.

Once further details of the cause of the food contamination, an announcement will be made by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (name of person to make announcement-general manager/owner) Our Daily Bread’s owner will notify the public regarding the cause. Scheduled for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (time of conference).

**Key messages**

1. Unfortunately, ODB has faced a recent food contamination. We’ve had several customers contact us regarding their foodborne illness.
2. As a strong local company we are working very hard to find out more information to how this outbreak occurred. Our customers are our main priority.
3. Being completely committed to our customers, we urge anyone that has eaten here in the last week and developed food poisoning to contact us
4. We want to apologize to every single one of our customers that this has affected. The situation has been very unfortunate and we’re deeply sorry for what’s happened.
5. Any comments, questions, or concerns should be directed to our owner via email or phone call. Again, Our Daily Bread is working very diligently to fix this!

**Website, Blogs and Social Media**

It has come to the attention of Our Daily Bread today that we are, unfortunately, facing a food contamination crisis resulting in several customers developing food poisoning. As a strong local restaurant, we take full responsibility for this outbreak. All of us here are working very diligently to figure out where the contamination originated from. We urge all customers that have eaten and developed food poisoning at Our Daily Bread to contact our owner.

We want to apologize to any customer that this has affected. At this time we have no further information about the food contamination. As we are working to find out more, we will notify our customers in a timely manner. Any comments, questions, or concerns should be directed to our owner.

Sites to Moniter:

Twitter <http://twitter.com>

Instagram [http://Instagram.com](http://instagram.com)

Facebook [http://Facebook.com](http://facebook.com)

*Everyone uses Twitter to communicate with each other via tweets and direct messages. Individuals as well as organizations and many companies use Twitter to promote their product and keep on top of public wants. This is a great way to monitor how your public truthfully views your organization. This also applies to any other social media website.*

Watauga Democrat <http://m.wataugademocrat.com/mobile/mountaintimes/>

*This newspaper website would be a great one to monitor on account that it is a local newspaper that would more than likely cover a crisis that would happen at Our Daily Bread.*

High Country Press <http://www.hcpress.com>

Blowing Rock News <http://blowingrocknews.com>

WBTV <http://m.wbtv.com/wbtv/index.htm>

WSOC-TV <http://www.wsoctv.com>

WCNC <http://www.wcnc.com>

*As far as news stations go, it will be beneficial to monitor what type of information is put on television. Television would reach a much larger audience than local newspaper.*

**Trick Questions**

* Answering questions that contain false information, you must first correct the interviewer and state the correct information.
* When there is silence from interviewer remember to not babble on avoiding spilling too much unnecessary information.
* Never blame other people in your interview. Maintain your innocence if that is true but do not cast blame on others.
* When answering multiple part questions, ask which question you should answer first then answer each part as a separate question.
* Goodbye questions should be answered just as if you were still doing the official interview. These questions come after the tape recorders off and the cameras have stopped rolling. These questions are just as important so stay positive, concerned, and empathetic if necessary.

**List of Prodromes**

* When an organization in the same business as you suffers a crisis, it is a warning to your organization also.
* Employee discontent, over any issue, is a sign of a brewing crisis.
* Several close accidents in the restaurant kitchen such as a faulty floorboard that keeps clipping an employee's foot to make them trip.

**Other related URLs**

[www.fda.gov/Food/ResourcesForYou/Consumers/ucm103263.htm](http://www.fda.gov/Food/ResourcesForYou/Consumers/ucm103263.htm)

*This website gives instructions on how a company should handle foodborne illness*

[www.yelp.com](http://www.yelp.com)

*This App and website allows insight to specific views of the community on your specific restaurant.*

**Evaluation Form- Create one based on the one in the book.**

1. Media Relations- How did Our Daily Bread successfully communicate with local media? How could we have done better? Do we have strong relationships with the media in our community and if not, how can we strengthen them?
2. Community Relations- How did Our Daily Bread work with and for the community of Boone in the face of crisis? Did we offer as much help and information as we could to the community? How can we strengthen our community presence?
3. Crisis Management Team- How did we at Our Daily Bread respond to crisis? We were quick and thorough while addressing the matter at hand? How can we improve our crisis response in the future?