

UPDATED
FEBRUARY 2022

ROADRUNNER EXPEDITING

CRISIS COMMUNICATIONS PLAN

COURIER ACCIDENT

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Owner & Co-owner

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INTRODUCTION

This plan focuses on the communications aspect in the event of a courier accident. It outlines procedures to follow and the roles and responsibilities for the management.

The safety and well-being of our employees and the public is of utmost importance. Following this communications plan will help alleviate pressure on those involved and help guide them.

PURPOSE & OBJECTIVES

The purpose of this plan is to help those involved in the communications aspect of a courier accident to have the guidance and tools necessary to act quickly and in the best interest of the employees and the company. Following this plan will help communications to be effective and helpful during a critical time.

We value honesty and respect privacy. We want to be forthcoming with our communications, sharing information in a timely and helpful manner. Be honest. State what is known and what is unknown, and communicate with confidence and empathy.

ACKNOWLEDGEMENTS

By signing this document I verify that I have read this crisis communications plan and am prepared to put it into effect.

KEY PERSONNEL SIGNATURES

Owner

(Signature & Date)

Co-owner

(Signature & Date)

Communications Manager

(Signature & Date)

UPDATES

The crisis communications manager is responsible for updating this plan annually and ensuring that the owners review it.

DEFINITIONS

A courier accident crisis is defined as when a courier in transit with a Roadrunner Expediting vehicle is involved in an accident. Notably, bodily injury or death to the courier and/or members of the public occurs. It may *in addition* entail loss of use of the vehicle and/or loss or damage of goods. If no bodily injury is incurred the situation is not considered a courier accident crisis and is handled in a different manner.

CONTROL CENTER

In the event of a courier crisis, it is preferable that the Roadrunner Expediting warehouse on Main St. be used as the control center. The Owner's office is the preferred space. All members of the Crisis Communications Team have keys to the office.

EQUIPMENT & SUPPLIES

- Cell phones
- Computers
- Desks
- Chairs
- Working vehicle
- Employee files
- Weather appropriate clothing for anyone going on-site, particularly cold weather gear

THE CRISIS COMMUNICATIONS TEAM

The crisis communications team plays an important role in mitigating damage to the company and ensuring that employees and the public have the information they need.

The team is composed of the Owner, the Co-owner, and the Communications Manager. In the event that any of these individuals is unavailable, any one of them can act as the communications crisis representative.

IDENTIFYING A SPOKESPERSON

The spokesperson is an important representative of the company. In the event of death the spokesperson should be the Owner or Co-owner. The team should assess and appoint the best spokesperson for the circumstance.

- The spokesperson must have the ability to make decisions and be accessible
- The spokesperson must be able to communicate in an articulate, confident manner.
- Multiple spokespersons must be prepared to be unified in sharing their message.

KEY PUBLICS

The following is a list of our most important publics in case of a courier accident.

EMERGENCY PERSONNEL

Cooperate with members of emergency personnel as needed.

IMPACTED EMPLOYEE & FAMILY

Personal visits and phone calls are encouraged. The Owners are the primary contacts for this.

INSURANCE & ATTORNEYS

Insurance companies and attorneys will be contacted by the Owner or Co-owner.

ROADRUNNER EMPLOYEES

Roadrunner employees should be contacted early and briefed on what they should or not share with members of the public.

IMPACTED CUSTOMERS

Customers whose deliveries are impacted should be contacted as soon as possible. Explain what they may expect regarding their deliveries.

OTHER CUSTOMERS

Customers whose deliveries have not been impacted should be contacted with a company message regarding the incident.

MEDIA

Work cooperatively with local media. Provide information such as a Press Release as soon as possible and updates.

NOTIFYING KEY PUBLICS

This is a list of possible and likely key publics that will need to be communicated with and best methods of contact. This should be adapted as necessary for the circumstances.

PUBLIC	METHODS OF COMMUNICATION
Emergency Personnel	Phone, in-person
Impacted Employee & Family	Phone, in-person
Insurance & Attorneys	Phone
Roadrunner Employees	Phone, in-person Updates via email or phone
News Media	Phone, emails, in-person Updates via entity's preferred method
Impacted customers	Phone, email Updates via phone or email
Other customers	Email

KEY MEDIA

In a time of crisis it is best to be cooperative and proactive with the media. The spokesperson should be available for interviews. The Communications Manager should provide updates and press releases. Taking an active role ensures better communication with the public.

Local Newspaper
The Daily News Miner

Provide a news release as soon as possible. The Communications Manager should contact the press via phone and provide regular updates.

Local News Stations
KTVF & KUAC

Be available and cooperative about interviews and comments. Contact the station as soon as possible to set up an interview.

SOCIAL MEDIA

The Communications Manager will post updates on social media and monitor social media comments to provide helpful, positive clarification and interaction.

KEY MESSAGES

In a time of crisis, key publics need notified in a timely manner. The appendix contains samples of some of the main types of messages that you may need to create in the event of a courier accident. Use these with flexibility to suit the particular circumstances.

STEPS & PROCEDURES

Step 1

Once the owners are made aware of an accident involving bodily injury or death to any person(s), they should

- **Assemble the Crisis Communications Team.** The team will be proactive in communicating with emergency and medical professionals and, as appropriate, the involved employee and/or family members of the involved employee(s). If the impacted individual is a member of the public, Roadrunner owners should also be available and cooperative.
- **Contact lawyers and insurance companies.**

Step 2

- **Identify key publics** that have been impacted.
- **Make a plan for communicating** with these publics and implement it.
- **The first priority** is communicating with impacted individuals and medical or emergency personnel. Employees of Roadrunner Expediting should be contacted and briefed on what they should or should not share with the public.

Step 3

- **Assessment of damage to goods** should be made by any employee designated by the crisis team.
- **Make arrangements for these losses** or delegate this to another employee.
- **Contact impacted customers** regarding their deliveries or delegate this to another employee.

Step 4

- **Work with local media** throughout this process as needed.
- **Non-impacted customers may be given an update**, especially in the event of a death.

FOLLOW-UP PLAN

To ensure that every effort has been taken for the well-being of the company, employees, and the public, these steps should occur after the initial communications crisis is addressed.

- **Consider final statements** that may need to be issued to the media.
- **Communicate actions taken** to prevent future occurrences to key publics.
- **Records** of what steps were taken, including compiling documents, should be completed by the Communications Manager.
- **Consider** if any changes need to be made with personnel.
- **Employee resources:** If the accident has resulted in death or severe injury, employees should be encouraged to seek out professional counseling. Also consider any training or resources employees may need to prevent future occurrences.

EVALUATION PLAN

Following a courier accident crisis, the Crisis Communications Team will meet to discuss the effectiveness of actions taken. Recognized deficiencies in the Crisis Communications Plan should be addressed. The team should assess how effective they were in communicating with different members of their key publics.

- What went well?
- What could have gone better?
- What do we need for next time?

The purpose of this evaluation is to address anything that might still need to be addressed and to make improvements to the crisis communications plan for the future.

Appendix A: Sample Letter

DEAR CUSTOMERS,

As you may have heard, on (date) one of our beloved couriers (name if appropriate) was involved in an accident during a routine delivery. The courier was (injured, killed). Other members of the public were (status of any others involved). The family members of (names if applicable) have been notified.

As soon as the accident occurred we went into action to (explain actions taken). These steps helped (explain how these actions helped minimize damage or harm to others).

We have a 25 year history of timely delivery service to our rural customers in the interior of Alaska. We are partners with you in doing business. As a result of this accident we have taken further steps to ensure the safety of our drivers and the community, as well as the safe and timely delivery of your goods (explain steps here).

Many of you knew (name if appropriate) personally through your interaction with (him/her). Add appropriate words of condolences or support of recovery of courier here.

SINCERELY YOURS,

KYLENE FRANK

Owner,
Roadrunner Expediting

Appendix B: Press Release

PRESS RELEASE TIPS

When writing a news release it is important to be concise, use simple language, and convey credible information.

- **Tell the what/when/where of the accident:** Do not speculate or exaggerate. Protect our employee's privacy as appropriate.
- **Tell who is involved:** Do not release names unless OWNER has notified you that it is appropriate to do so.
- **Explain what actions are being taken in response:** Include when and how updates will be given.

PRESS RELEASE OUTLINE

In a press release be honest. Do not tell more than you know. It is okay to say that you will provide more information as soon as it is available

Paragraph 1: Share the most important information first.

Paragraph 2: Answer the Who, What, When, Where, Why and How if applicable. Explain what actions you are taking.

Paragraph 3: Use qualified sources for quotes and information.

Include remaining information in order of importance.

Appendix C: Interview Tips

INTERVIEWS

Before an interview the spokesperson(s) should review the information about the crisis. He or she should go over likely questions the reporter and the public will ask.

- The designated spokesperson(s) should speak. All persons speaking to media should be unified in their message.
- Avoid opinions. State only factual information.
- Help prevent rumors. Don't place blame.
- If you can't answer the question explain why.
- Be calm, confident, and empathetic.
- Watch out for trick questions or hypotheticals.

CONTACTS

Roadrunner Expediting Facebook Page

facebook.com/roadrunnerAK login: roadrunnerak password: speedy100%

907-111-1111	Kylene Frank, Owner
907-222-2222	Joseph Dobbs, Co-owner
907-333-3333	Beth curtis, Communications Manager
907-444-4444	Adolfo Cruz, Courier
907-555-5555	Taylor Elks, Courier
907-666-6666	Jim Smith, Courier

907-450-6500	Fairbanks Police Department
907-452-8181	FMH Hospital
907-777-7777	Maria & Daughters Law Firm
907-888-8888	Northern Lights Business Insurance

907-456-6661	Fairbanks Daily News Miner https://www.newsminer.com/
907-458-1800	KTVF https://www.webcenterfairbanks.com/
907-474-7491	KUAC https://kuac.org/