

Audience	Responsibility	Information Needs
Mayor and Council	Communications Coordinator (through the crisis communications team)	<ul style="list-style-type: none"> • Potential issues that may arise. • Potential media and public interest. • Media and public activities. • Communications strategies and key messages
Stakeholder Communicators (i.e., police, industry, government)	Communications Coordinator (through the crisis communications team)	<ul style="list-style-type: none"> • Community's role/responsibility in the crisis. • Potential issues that may impact their organization/clients. • Potential media and public interest. • Key messages & communications strategies. • Potential joint communications strategies. • Immediate or potential support/action required.
Staff	Communications Coordinator (through the crisis communication team)	<ul style="list-style-type: none"> • Impact on staff. • Actions staff must take. • Support required. • Impact on operations.
People directly impacted	Communications Coordinator (through the crisis communications team)	<ul style="list-style-type: none"> • How they can get help. • How they can help themselves. • Safety precautions to take.
Family of people directly impacted	Communications Coordinator (through the Call Center if established)	<ul style="list-style-type: none"> • Status of family members. • How they can contact a family members. • Actions they should take. • Reassurances on issues with regard the safety and well being of family members and others who have been impacted.
Media	Communications Coordinator (through the spokesperson and crisis communications team)	<ul style="list-style-type: none"> • How they can help emergency operations. • Safety precautions/actions the public needs to take. • How their information, interviews and picture needs will be met.
General public	Communications Coordinator (through the crisis communications team)	<ul style="list-style-type: none"> • Safety precautions to take. • How they can help emergency response: <ul style="list-style-type: none"> ➤ stay away from the area impacted. ➤ stay off the phone – keep roads and phone lines available for emergency use. ➤ remain calm. ➤ stay tuned to local media for further information.