

## COMMUNICATIONS

Communications are one of the aspects of disaster response that is often forgotten in the planning phase. There are three types of communications activities that should be planned: with employees, with suppliers and customers, and with the media and general public. These activities should be discussed with the public information or communications officer before the crisis arises. A decision or agreement should be made as to who will handle the different aspects of communication. The ideal situation is when the communications officer handles it all, but part of the responsibility will undoubtedly fall upon the disaster response team leader or the director of the information center.