

CRISIS COMMUNICATION PLAN



Crisis Communication Plan for
The Oklahoma WONDERtorium
308 West Franklin
Stillwater, OK 74074
(405) 533-3333

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Introduction

The Oklahoma WONDERtorium began in 2001 under the name Stillwater Children's Museum. Two Stillwater families decided there should be a facility that offered hands-on education for children in the community. Through fundraising and donations, the Stillwater Children's Museum was established. From 2001 to 2006, they implemented an educational program called Museums Without Walls that traveled to local and surrounding schools and events.

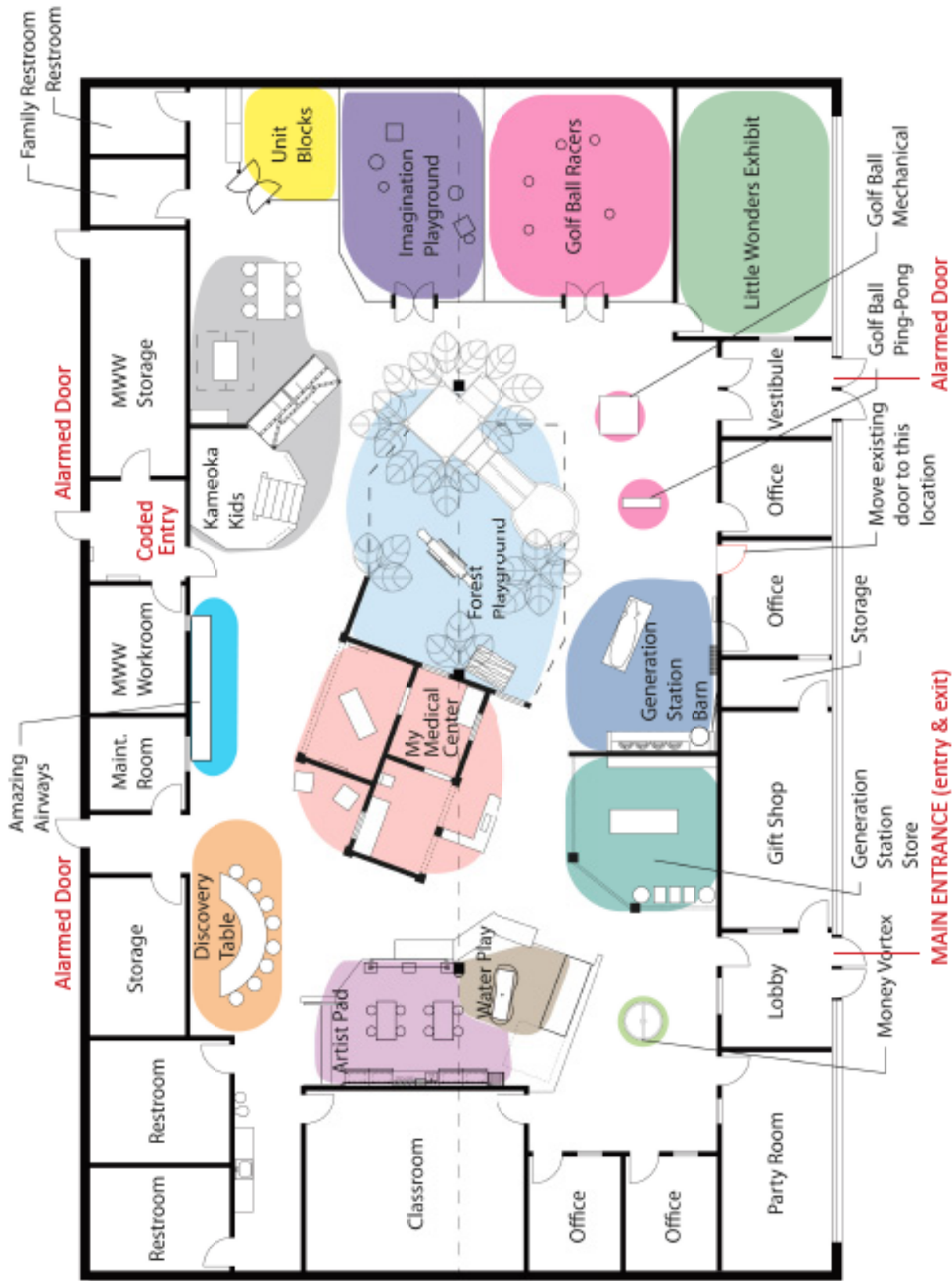
After a few years of outstanding success, they decided it was time for a permanent location where children could have a full hands-on learning experience. With the new building came a new name, and the Oklahoma WONDERtorium was born!

The Oklahoma WONDERtorium is a hands-on museum with a mission to inspire curiosity to learn through play for a lifetime. The museum offers 14 exhibits that allow children to interact with learning. The WONDERtorium opens its doors to schools and childcare facilities for free as a way to encourage play learning and provide a unique experience for the students in Oklahoma.

For a facility that offers educational opportunities for young children, a crisis communication plan is vital. This plan will provide the necessary instructions for how to handle a crisis, who to contact and how to respond to the public. The steps outlined in this plan will help to ensure the safety of the staff, volunteers and visitors of the museum.



Floor Plan



Organizational Contacts

Primary Crisis Spokesperson:
Ruth Cavins, Executive Director
Ruth.cavins@okwondertorium.org

Cell: (405) 742-8523
Other: (405) 372-0492

Secondary Crisis Spokesperson:
Sam Hand, Operations Manager
Sam.hand@okwondertorium.org

Cell: (405) 880-0665
Other: (405) 880-2149

Debbie Williams, Programs Coordinator
Debbie.williams@okwondertorium.org

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Other: (405) 624-3609

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Cell: (405) 612-6223

Shannon King
Shannon.r.king@okstate.edu

Cell: (405) 639-9484

Organizational Contacts

Michael Pace
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Cell: (405) 714-5315

Amy Pitts
Amy.pitts@okstate.edu

Cell: (405) 471-1798
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Kayla Reininger
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Cell: (918) 705-1299

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Annefoxy39@suddenlink.net

Cell: (405) 334-6211
Other: (405) 624-1545

Cody Sherburn
csherbu@ostatemail.okstate.edu

Cell: (918) 289-1810

Natalie Stukenborg
Natalie.stukenborg@gmail.com

Cell: (412) 956-7686

Sharay Sullivan
Sharay.sullivan@gmail.com

Cell: (940) 312-3939

Nicole Vance
Nicole.vance@okstate.edu

Cell: (405) 612-7042
Other: (918) 230-4609

Alissa Wadsworth
Alissadawn93@gmail.com

Cell: (918) 200-2508

Emergency Contacts

Emergency: 911

Oklahoma Poison Control (OKC)

- Emergency: 1-800-222-1222
- Non-Emergency: (405) 271-5062

Stillwater Dental Associates

- 2121 W. 6th St.
- Stillwater, OK 74074
- (405) 624-3880

Edwin Fair Clinic Psychiatric

- 800 E. 6th St., Suite B
- Stillwater, OK 74074
- (405) 372-1250
- After Hours: (800) 566-1343

Stillwater Police Department

- 723 South Lewis
- Stillwater, OK 74074
- Phone: (405) 372-4171
- Fax: (405) 742-8284
- P.O. Box 1725
- Stillwater, Oklahoma 74076

Stillwater Gas (ONG)

- 1-800-458-4251

Cockrell Eyecare

- 1711 W. 6th Ave.
- Stillwater, OK 74074
- (405) 372-1715

Stillwater Medical Center

- 1323 West Sixth
- Stillwater, OK 74074
- Phone: (405) 372-1480
- Email: info@stillwater-medical.org

Stillwater Fire Department

- 1510 S. Main
- Stillwater, Oklahoma 74074
- Phone:(405) 742-8308

Media Contacts

Stillwater News Press
editor@stwnewspress.com
(405) 372-5000 x201

The Daily O'Collegian
Editor in Chief:
Trenton Sperry, (405) 744-6363
editorinchief@ocolly.com
Newsroom: (405) 744-6363

Perkins Journal
Lisa Sasser, Editor in Chief
222 N. Main
Perkins, OK 74059

Phone: (405) 547-2411
Fax: (405) 547-2419

Mailing Address:
PO Box 667
Perkins, OK 74059

The Oklahoman
Editor and VP of News, Kelly Dyer Fry
kfry@opubco.com
(405) 475-3247

9000 North Broadway
Oklahoma City, OK 73114

Mailing Address:
P.O. Box 25125
Oklahoma City, OK 73125
Main phone: (405) 475-3311

Managing Editor, Mike Shannon
mshannon@opubco.com
(405) 475-3467

The Tulsa World
Executive Editor, Joe Worley
joe.worley@tulsaworld.com
(918) 581-8373

315 S. Boulder Ave.
Tulsa, OK 74103

News releases and news tips:
news@tulsaworld.com
(918) 581-8400

Media Contacts

Stillwater Radio

408 E Thomas Ave
Stillwater, OK 74075

Office Phone: (405) 372-7800
Second Phone: (405) 372-6000
Office Fax: (405) 372-6969
Request Line: (405) 377-5774

General Manager, Ken Fearnow
ken@stillwaterradio.net
News/Operations, Bill Van Ness
bill.vanness@stillwaterradio.net

KOSU

Oklahoma State University
303 PM Bldg
Stillwater, OK 74078

Phone: (405) 744-6352
Fax: (405) 744-9970

91.7 Stillwater/Oklahoma City
107.5 Bartlesville/Tulsa
101.9 Okmulgee

Channel 8 Tulsa

KTUL-TV
P.O. Box 8
Tulsa, OK 74101

Main Number: (918) 445-8888
News Department: (918) 445-9371

Story coverage: desk@ktultv.net
General Manager, Pat Baldwin:
pbaldwin@ktul.com
Director of Operations, Roger Herring:
rherring@ktul.com
News Director, Carlton Houston:
chouston@ktul.com

Channel 4 OKC

KFOR-TV
444 E. Britton Rd.
Oklahoma City, OK 73114

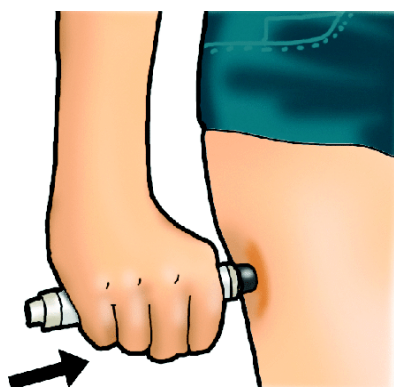
Main Number: (405) 424-4444
News and Weather: (405) 460-4444
News Hotline: (405) 478-6397

First Aid

In the case of an injury or life threatening situation, all employees must be prepared and able to take action as needed. The following procedures will help prepare for these situations:

Anaphylactic Shock

- Call 911 immediately
- If the person is unconscious, lay them flat on their back and elevate their feet.
- If the person has an EpiPen, pull the cap off and inject into the mid thigh area.
- Stay on the phone with the dispatcher until ambulance arrives.



N.d. Photograph. n.p. Web. 17 Apr 2012. <<http://www.coitraining.com/Anaphylactic Shock .html>>

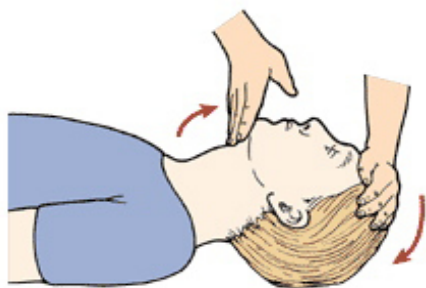
Seizure

- Dial 911, immediately.
- Keep the victim protected from injury.
- Keep track of the length of the seizure to tell the dispatcher.
- Do not hold the person down.
- Do not give the victim anything to eat, drink or any pills.
- Stay on the phone with the dispatcher until ambulance arrives.

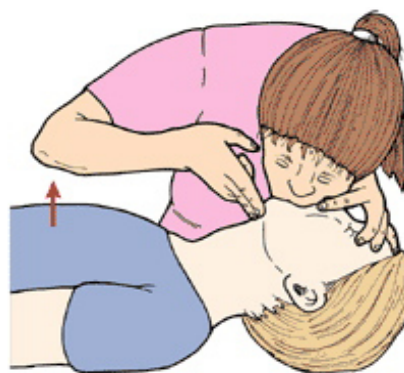
First Aid

Heart Attack

- Dial 911 immediately.
- Give the person an aspirin to chew on. This will help thin out the blood.
- If the person is unconscious, administer CPR
- Stay on the phone with the dispatcher until ambulance arrives



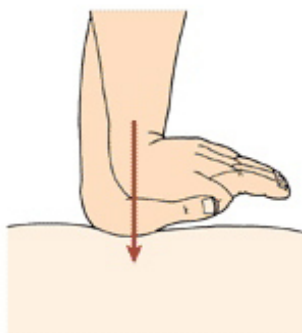
1. Tilt the head back and lift the chin until the teeth almost touch. Look and listen for breathing.



2. If the person is not breathing, pinch the nose closed and cover the person's mouth with yours. Give 2 full breaths.



3. Put your hands in the center of the person's chest between the nipples. Place one hand on top of the other. Push down 30 times. Continue with 2 breaths then 30 pushes until medical help arrives or the person starts moving.



N.d. Photograph. n.p. Web. 17 Apr 2012. <[http://www.google.com/imgres?q=heimlich maneuver](http://www.google.com/imgres?q=heimlich+maneuver)

First Aid

Unconscious Person

- Dial 911
 - Check the person's airway to make sure they are breathing.
 - If they are breathing and lying on their back, slowly turn them toward you until they are on their side. Bend their top leg so both the hip and knee are at right angles.
 - If they are not breathing or their pulse stops, roll the person on their back and begin CPR.
 - If you think it might be spinal injury, leave the body as is.
 - If the person vomits, roll the entire body to one side and support their neck.
 - Stay on the phone with the dispatcher until ambulance arrives.
-

Fractures, Dislocations and Sprains

- Dial 911
- If bleeding, do not touch the wound, but apply pressure with any type of cloth.
- Do not touch the injury other than applying pressure.
- Apply ice or cold damp cloth to forehead to keep cool.
- If person becomes short of breath, lay them down on their back and elevate legs.
- Wait for ambulance to arrive.

First Aid

Choking

If someone is choking, follow the diagram to perform the Heimlich maneuver.



1. Lean the person forward slightly and stand behind him or her.



2. Make a fist with one hand.



3. Put your arms around the person and grasp your fist with your other hand near the top of the stomach, just below the center of the rib cage.



4. Make a quick, hard movement, inward and upward.

N.d. Photograph. n.p. Web. 17 Apr 2012. <<http://webpages.scu.edu/ftp/tfaverio/responsibility.htm>>

First Aid

Small Injuries

For small injuries, there should be a First-Aid Kit available that includes:

- Adhesive bandages
- Plastic tweezers
- Gauze
- Butterfly closure strips
- Saline
- Wipes
- Adhesive tape
- Non-Latex gloves
- Surgical mask
- Alcohol pads/rub
- Thermometer
- Space blanket
- Cotton swabs
- Aspirin

Emergency contacts:

Emergency: 911

Stillwater Medical Center: (405) 372-1480

Key publics and contact method:

WONDERtorium Employees: email

Stillwater Community: Media Release, Twitter, Facebook

Primary crisis spokesperson:

Ruth Cavins, Executive Director

Cell: (405) 742-8523

Other: (405) 880-2149

Ruth.cavins@okwondertorium.org

Secondary Crisis Spokesperson:

Sam Hand, Operations Manager

Cell: (405) 880-2149

Other: (405) 880-2149

Sam.hand@okwondertorium.com

Missing Child

- If a child is missing from a designated area, check inside and outside of the building. Call their name over the intercom, and tell them to find an adult as quickly as possible.
 - If a child is missing from the building, check in and around the building and alert the executive director (Ruth Cavins).
 - Be sure to check:
 - Bathrooms
 - Offices
 - Classroom
 - Storage closet
 - Museum exhibits
 - Anywhere a child might be hiding
 - If the child still is not found, contact the Stillwater Police Department. Give them the child's name, a description and where they were last seen.
 - Contact the Department of Public Safety so they can issue an alert.
 - If the child is not found, issue a news release/hold a press conference, and contact media outlets (Page 8-9).
-

Emergency contacts:

Emergency: 911

Stillwater police department: (405) 372-4171

Key publics and contact method:

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Homeless person

Homeless people have been known to wander in and around the WONDERtorium.

Just because someone is homeless does not necessarily mean they are a danger to themselves or others. However, watch for the following issues:

- The person seems to be intoxicated or under the influence of drugs
- The person is asking for or demanding money
- The person is asking for assistance that is not your responsibility to give out
- The person is scaring guests inside or outside the building by their appearance or behavior

If a homeless person enters the building, politely ask them to leave. Explain to them that if they are not cooperative, you will call the police.

Emergency contacts:

Emergency: 911

Stillwater police department: (405) 372-4171

Key publics and contact method:

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Mental Health

Mental Health Procedures will be used to help detect signs of poor mental health of a person inside or outside of the WONDERtorium who may be a risk to themselves or others.

If employee or guest mentions any of the following issues, be on the lookout for these signs of depression or suicide:

Depression

- Excessive use of alcohol and/or drugs
- Feelings of Depression
- High stress levels
- Sleeping too little/too much
- Eating too little/too much

Suicide

- Statements about committing suicide (even in a joking manner)
- Dramatic or irrational behavior
- Giving away prized possessions

If you recognize any of these signs, contact the appropriate parties to assist them quickly. If someone is in extreme danger and you sense they may cause danger to themselves or others, call the police immediately.

Emergency contacts:

Emergency: 911

Stillwater police department: (405) 372-4171

Stillwater Medical Center: (405) 372-1480

Key publics and contact method:

WONDERtorium Employees: email

Stillwater Community: Media Release, Twitter, Facebook

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Poisoning

Any person experiencing the following symptoms could be poisoned:

- Altered consciousness
- Slowed respiration
- Excessive vomiting
- Pale skin color

If you suspect someone has been poisoned or they are suffering from alcohol/drug poisoning, and they are conscious, call 800-222-1222. You will be routed to your local poison control center.

If the person is unconscious, call 911.

If you need to call 911, take the following steps:

- Tell the dispatcher your location, your name, the victim's name and their symptoms
- Do not let the victim fall asleep or lose consciousness
- Check their breathing often
- Do not leave their side
- Keep the victim on their side; if they vomit while lying on their back or stomach they could choke

Emergency contacts:

Emergency: 911

Stillwater Medical Center: (405) 372-1480

Key publics and contact method:

WONDERTorium Employees: email

Stillwater Community: Media Release, Twitter, Facebook

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Ruth.cavins@okwondertorium.org

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Cell: (405) 880-2149

Other: (405) 880-2149

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Fire

If a fire is present, take the following measures:

- Immediately activate the building's fire alarm.
- When the fire alarm sounds, evacuate the building immediately.
- Encourage museum visitors to move toward the center of the parking lot away from the building.
- Relocate to the primary CCP control center, Stillwater High School.
- If the fire is small enough, use a fire extinguisher.
- Assist anyone in danger.
- Once outside the building, cross the street to allow emergency access.
- Inform emergency personnel that visitors may be in the back parking lot.
- Dial 911 from a safe location if emergency personnel have not arrived.
- The second phone call should be to the executive director or the operations manager.

Emergency contacts:

Emergency: 911

Stillwater fire department: (405) 742-8308

Stillwater Medical Center: (405) 372-1480

Key publics and contact method:

WONDERtorium Employees: email

Stillwater Community: Media Release, Twitter, Facebook

Primary crisis spokesperson:

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Fire

Do not fight the fire if these conditions exist:

- The fire is large or out-of-control (larger than the size of a small trash can)
 - If the atmosphere is toxic
 - If initial attempts to put out the fire do not succeed, evacuate the building immediately
 - Doors and windows should be closed as the last person leaves a room or area.
 - When exiting through a closed interior door, check door with the back of your hand for excessive heat (an indication fire is on the other side)
-

Emergency contacts:

Emergency: 911

Stillwater fire department: (405) 742-8308

Stillwater Medical Center: (405) 372-1480

Key publics and contact method:

WONDERtorium Employees: email

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Other: (405) 880-2149

Sam.hand@okwondertorium.com

Severe Weather or Tornado

Severe weather includes thunderstorms, hail, heavy rain and tornadoes.

- The executive director or operations manager will notify staff and museum visitors of the severe weather.
- If sirens sound, encourage museum visitors to relocate to the family restroom, girls restroom, hallway near discovery diner or the hallway between the boys and girls restrooms.
- The staff member in zone one will take the first aid kit and flashlight(s) to the evacuation area
- Shut off equipment that might be affected by a temporary loss of electricity
- Stay away from windows
- Use telephones for emergency calls only
- Stay calm and alert
- If local radio is available, stay tuned for storm details
 - KOSU-FM 91.7
 - KSPI-FM 93.7
 - KVRO-FM 98.1
- Dial 911 if severe injuries occur.
- There will not be an all-clear signal from the alert sirens. Additional blasts indicate a new or renewal alert.
- Report locations of trapped persons, making note of persons with injuries and/or disabilities.

Emergency contacts:

Emergency: 911

Stillwater police department: (405) 372-4171

Stillwater fire department: (405) 742-8308

Key publics and contact method:

WONDERTorium Employees: email

Stillwater Community: Media Release, Twitter, Facebook

Primary crisis spokesperson:

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Sam Hand, Operations Manager

Cell: (405) 880-2149

Other: (405) 880-2149

Sam.hand@okwondertorium.com

Sexual Assault or Battery

In the event of sexual assault, use these procedures:

- If you are being attacked:
 - o Scream as loudly as possible
 - o Try to create chaos and get people's attention.
 - o Fight the attacker, if possible
 - o Try to escape to a safe place
 - o Dial 911/ obtain medical attention
- If you see anyone in the building being attacked:
 - o Dial 911
 - o Try to describe the situation
 - o Do not try to fight the attacker

Emergency contacts:

Emergency: 911

Stillwater police department: (405) 372-4171

Stillwater Medical Center: (405) 372-1480

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Cell: (405) 880-2149

Other: (405) 880-2149

Sam.hand@okwondertorium.com

Bomb Threat

If there is a bomb treat, stay calm and take the following precautions:

Threat made by phone call

- Make note of everything the caller says
- Have another employee call 911 immediately
- Stay on the phone with suspect to get as much information as possible
- Keep the phone connected
- Listen to authorities instructions and evacuate the building if they say it is necessary

Questions to ask suspect:

- 1) Who are you?
- 2) What are your intentions?
- 3) When is the bomb scheduled to explode?
- 4) Where is the location of the bomb?
- 5) From where are you calling?
- 6) With what organization are you associated?

How to describe caller to authority:

- Male or female?
- Adult?
- Age if you can detect it?
- Does the person have an accent?
- Customer?

Emergency contacts:

Emergency: 911

Stillwater police department: (405) 372-4171

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Active Shooter

If you witness a shooting, dial 911 immediately and follow the listed procedures. If there is an active shooter or CODE RED in the area, follow these procedures:

- Gather all children
- Go to the nearest room with a locked door:
 - Classroom
 - Party Room
 - Storage Room
 - Coded Entry Room
 - Office
- Lock all doors
- Close the blinds
- Turn off the lights
- Stay in locked rooms until an all clear is issued
- Stay off cell phones unless otherwise instructed
- The executive director will follow up with the police department.
- Once the area is all clear, Ruth Cavins and Sam Hand will contact parents of the students on field trips.

Emergency contacts:

Emergency: 911

Stillwater police department: (405) 372-4171

Stillwater Medical Center: (405) 372-1480

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Gas Leak or Power Outage

Gas Leak

If you detect a smell of rotten eggs there is a possibility of a gas leak. Take the following precautions:

- Evacuate the building immediately
- Dial 911
- Call Oklahoma Natural Gas 1-800-664-5463
- Do not reenter the building until it is notified as safe.

Power Outage

In the case of a power or water outage, the operations manager should contact the city of Stillwater (405) 372-3292 to alert them of the situation

- Evacuate the building
- Close the WONDERtorium due to maintenance
- Inform customers and employees of the closure

Emergency contacts:

Emergency: 911
Stillwater police department: (405) 372-4171
Stillwater fire department: (405) 742-8308
Oklahoma Natural Gas: 1-800-664-5463
City of Stillwater: (405) 372-3292

Key publics and contact method:

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Sam.hand@okwondertorium.com

Crisis Communication Plan CONTROL CENTER:

For the Oklahoma WONDERtorium, in case of an emergency, the Crisis Control Center will be the Stillwater High School gymnasium located at 1224 N Husband St. If the Stillwater High School gymnasium is unavailable for any reason, the secondary Crisis Control Center will be Walls Bargain Center located at 1515 Cimarron Plaza.

Key media messages:

In the event of a crisis that caused damage to the facility:

The WONDERtorium has experienced a (power outage, fire, etc.) and must temporarily close. We apologize for the inconvenience to patrons and to the community. We will continue to provide updates on museum conditions.

Twitter: The WONDERtorium building was evacuated and everyone is safe. We will update with more details later.

Facebook: The Oklahoma WONDERtorium building has been evacuated due to (insert crisis). All patrons and staff are safe. We will update you when we gain more information.

In the event of a crisis that directly affected a patron:

The WONDERtorium has experienced a (missing child, intruder, shooter, etc.). The safety and well being of our patrons are of utmost importance to our staff and volunteers. We are taking necessary measures to ensure the resolution of this crisis and prevent future occurrences.

Twitter: The WONDERtorium experienced (insert crisis). Authorities have been notified. We will update you as more information comes in.

Facebook: The Oklahoma WONDERtorium has recently experienced a (insert crisis). Authorities were notified and the situation is being handled with urgency. We will keep you updated as we gain more information.

*In the event of a crisis, this news release should be completed and sent to the provided media contacts within 24 hours of the event. Please understand that this is not a completed news release and should not be sent as is.



News Release

FOR IMMEDIATE RELEASE
(Insert Date)

FOR MORE INFORMATION, CONTACT:
Ruth Cavins
Executive Director
(405) 742-8523
ruth.cavins@okwondertorium.org

Oklahoma WONDERTorium remains positive after (Insert event)

STILLWATER, Okla. – On (date of event) a (fire, intruder, tornado, etc.) was reported at the Oklahoma WONDERTorium.

The event took place around (time of event) and employees took all appropriate actions in response to the event to ensure the safety of staff, volunteers and patrons. (Official authorities that responded to the fire, injury, etc.) responded immediately to minimize negative outcomes of the event.

The staff of the Oklahoma WONDERTorium understands the gravity of the situation and the impact it has on the surrounding community. Any information regarding the event will be released to the public as it is discovered.

The Oklahoma WONDERTorium is committed to providing a fun learning experience for children and families in and around Stillwater. For more information about the WONDERTorium or the incident that took place, please contact Ruth Cavins, Executive Director, at (405) 742-8523 or ruth.cavins@okwondertorium.org.

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*This form is not intended for public release. Please use only within the organization. Complete the form and send within 24 hours of the occurrence.



INTERNAL COMMUNICATION

CONTACT INFORMATION:

Ruth Cavins

Executive Director

Phone: (405) 742-8523

Ruth.cavins@okwondertorium.org

MEMORANDUM

TO:

FROM:

DATE:

RE:

Dear WONDERtorium employees and volunteers,

As you may be aware, we have recently experienced a _____ (Crisis event) at the WONDERtorium on _____ (Date) at _____ (Time). We have taken appropriate steps in contacting _____ (Stillwater Police Department, Fire Department, Medical Center, etc.) about the situation.

We ask that in this time you remain calm and trust that we are doing everything in our power to handle the situation.

We will hold a meeting on _____ (Date) at _____ (Time) to discuss the event and what will need to be done next.

Thank you for your patience and understanding. I will update you with more information as it surfaces.

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ACCIDENT/INCIDENT FORM

Injured Person

Name: _____ Phone Number: (____) _____ - _____

Address: _____

Date of Injury: _____ Time of Injury: _____

Location Site Injury Occurred: _____

Witness Names & Numbers: _____

Describe the Injury: (Specify where the injury occurred, what type of injury was inflicted and where the injury is on your person)

Response to Accident: _____

If a minor was injured, were parents notified? (Specify who, when and their response)

Form completed by: _____

Date: _____

Please send completed form to Executive Director Ruth Cavins at P.O. Box 1299, Stillwater, OK 74076-1299
or scan and email to ruth.cavins@okwondertorium.org

ACKNOWLEDGEMENTS

I, _____ verify that I have read this Crisis Communication Plan, fully understand it, and am prepared to put it into effect at The WONDERtorium.

Executive Director _____ Date _____

Programs Coordinator _____ Date _____

Operations Manager _____ Date _____

Plan developed by:
Abigail West, BreAnna Morris,
Courtney Swick, Kayla Starks,
Madison Wooster