

## Introduction

Catapult's Pandemic Emergency Preparedness Plan provides procedures to coordinate internal and external communications in the event of a pandemic emergency situation. This plan outlines the roles, responsibilities, and procedures for the company to share information, minimize damage, and get the company back up to operational standards when there are confirmed cases of a pandemic.

In all communications, Catapult strives to be honest, prompt, informative, trustworthy, and compassionate. In the event that an emergency happens, it can be easy to forget the goals of the company. We strive to present factual information with consistent information to all parties. This plan is meant to help mitigate "jump the gun" scenarios in the event of an emergency, so we may present correct information quickly.

## Defining the Emergency

For the purpose of this plan, an **emergency will refer to:**

*A pandemic is widespread sickness within the company and community that causes normal business operations to be difficult to maintain and may result in significant or long-term impact on business and public image.*

## Emergency Communication Team

1. Top Executives
2. Additional parties subject to inclusion only at the request of David or Virginia: PR representative, department heads, subject experts, human resources

## Initial Response

In the event that the emergency communication team is not the first to discover the emergency within the company, the discoverer of the emergency will inform the emergency communication team immediately with the following information:

- Known facts about the emergency including:
  - Who/What Entity Announced A Nation-Wide or State-Wide Alert
  - Who Is Confirmed Infected With The Concerning Illness
  - The State of The Affected Person
  - When They Got Confirmation
  - If They Were in Contact with Any Other Employees/Clients After Confirmed Illness
  - Existing or Potential Problems That May Arise from That Person Being Unable to Perform Work

Emergencies occur quickly and sometimes without warning. In the event that they require *immediate* response, and communication with the owners of the company or emergency communication team are cut, the discoverer has the authority to assess the emergency at hand and determine which immediate communication and action from the below listings is needed.

Approved Initial Communication in the Event of a Pandemic Emergency:

- For Employees:
  - Do not come into work, at this time it is not safe to come into work. More information will be delivered by your direct supervisor
  - As of now, it is deemed safe to come into work and you should do so if possible. If events change, you will hear an update from your direct supervisor
- For Customers and Media Outlets:
  - We have implemented our emergency response plan, which places the highest priority on the health and safety of our clients and staff. We will be supplying additional information when it is available and posting it on our website.

## Responding to the Emergency

The Duties of the Emergency Communications Team Include:

- Assess the facts of the emergency, create a fact sheet to prevent rumors or misinterpretations from spreading to media outlets, employees, and other stakeholders. Put a deadline on the fact sheet.
- Identify key messages
- Determine who will receive the messages – internal and external stakeholders
- Determine how to react to the emergency as it evolves
- Assign tasks to those capable of handling them to address the emergency
- Keep the spokesperson informed of the latest developments and messages that need to be conveyed to the appropriate stakeholders

## Procedures to Mitigate the Spread of Illness

In the event that a pandemic is announced by government officials or that Catapult's emergency communication team deems that an illness poses a serious risk, Catapult will put into place the below procedures to mitigate the spread of illness among team members until such time that the emergency has passed.

- Updates - Laptops/computers will be updated and set up with all needed software and hardware needed for daily workplace requirements
- Training - Employees will be trained to use additional or necessary programs or platforms to ensure continued operations outside of the office
- Issuing of Laptops/computers – each full-time employee will be issued a company laptop, mouse, and headset that is labeled and recorded as checked-out by that employee. The devices are to be used by the employee for work purposes only and the employee will be responsible for the care of the devices and any damage they incur.
- Work from Home – Each employee will be permitted to work from home by the emergency communication team for a set period of time to avoid the spread of illness. Employees must follow additional procedures and requirements
- Health screening - before returning to work, employees must get examined by a medical professional and provide proof of a clean bill of health to prevent further spreading of the illness to other employees once it is deemed safe to return to work

## Catapult Creative Media's Spokesperson

The chief spokesperson in the event of an emergency will be the co-owners of the company:

If an additional or alternative spokesperson must be chosen, the person will be chosen by the emergency communication team.

## Stakeholders to Consider

1. Employees
2. Customers
3. Suppliers
4. Users
5. Partners
6. Investors
7. Media Outlets
8. Government
9. General Public

## Additional Steps to Take

- Inform the Stakeholders
- Get Buy-In from Stakeholders
- Monitor Continued Workflow
- Identify and Manage Additional Risks
- Build A Business Continuity Plan
- Hold A Post Emergency Assessment