

# EMERGENCY MANAGEMENT PROGRAM

## Manual 3

## **Emergency Communications Plan**

**Updated November 2014** 



Revision Date: November 2014

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## 1.0 Initial Report of Incident Form

Date:
Time:
Information from:
Information to:
Details:

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### 2.0 Internal Resources

#### 2.1 Myra Falls General Contacts (locals)

LOCATION	LOCAL
Site Emergency Phone #	555 (rings @ Mill Control, Hoistroom and First Aid)
Mill Control Room	3216
Hoistroom, HW	3253
First Aid / Safety	3318
Environmental	3316
Nyrstar Myra Falls General Phone Number	(250) 287-9271
Fax Numbers (250	) 287-7123 Administration Office
(250	) 287-4802 Safety Dept.
(250	) 286-6171 Mill Dept.
Discovery Terminal (250)	) 286-1714
Fax Number (250)	) 286-0811 (located in Shop building)

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#### 2.2 Emergency Command Group (ECG) Contacts

Position	Name	Local	Cell / Mobile	Home/Other
ECG Chair	John Knapp	3279	250-202-7603	250-778-0926
Alternate	Rick Sawyer	3272	250-202-3907	250-923-8183
ECG Coordinator	Rick Sawyer	3272	250-202-3907	250-923-8183
Alternate	Victor Hugo	3202	250-202-6135	416-903-2078
Mine Coordinator	Greg Scammell	3262	250-202-1104	250-923-9849
Alternate	Ron Sizer	3222	250-202-9467	
Surface Coordinator	Hugh Drummond	3269		
Alternate	Martin Bussieres	3319	250-203-7330	-
Communications Coord.	Eileen Olivier	3260	250-203-5118	
Alternate	John Knapp	3279	250-202-7603	250-778-0926
Finance Coordinator	Victor Hugo	3202	250-202-6135	416-903-2078
Alternate	Roberto Sanna	3268	-	250-923-8495
Health and Safety	Ron Sizer	3222	250-202-9467	-
Alternate	Todd Gonsky	3331		250-287-7239
Environmental	Nicole Pesonen	3316		
Alternate	Sharlene Henderson	3290	250-204-5554	250-850-0181
Events Recorder	Rod Burchby	3352	250-203-0768	-
Alternate	Rick Sawyer	3272	250-202-3907	250-923-8183

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#### 2.3 Corporate Crisis Response Team Contacts

Position	Name	Local	Home/Other

<to be completed>

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#### **Emergency Command Group Resources Contacts** 2.3

Position	Name	Local	Home/Other	Comments
Environmental Manager	Nicole Pesonen	3316		Starting Dec 2014
Project Manager	Ken Duren	3778		Contract
Environmental Technologist	Sharlene Henderson	3290	250-286 -6500	
Environmental Technician	Scott Skagford	3290	250-508-3996	
Maintenance Manager	Rod Burchby	3352	250-203-0768 Cell	
Mobile Maintenance Superintendent	Jim Anderson	3233	250-204-4632 Cell 250-923-1526	
Acting Mine Manager	Greg Scammell	3262	250-202-1104 Cell 250-923-9849	
Mine Captain	Greg Hartle	3361	250-923-1217	
Mine Captain	Dean Olson	3361	250-203-7702 Cell	
Mine Captain	Jim Alcorn	3361	250-923-6531	
Underground Electrical Supervisor	Les Doherty	3345	778-420-1752	
Senior Metallurgist	Martin Bussieres	3319	250-203-7330	
Mill Shift Supervisor	Gord May	3282	250-923 -4971	
Mill Shift Supervisor	Corey Rouse	3282	250-954 -1854	
Acting Mill & Surface Manager	Hugh Drummond	3269		
Surface Supervisor	Andy Collier	3335	250-203-4400	
Surface Supervisor	Shawn Mooney	3335	250-202-1144	
Purchasing & Warehouse Manager	Steve Chaykowski	3289	250-202-2338	

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#### 2.4 **Mine Rescue Team Contacts**

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U/G Mine Rescue	Department	Shift	Local	Phone	Alternate
BOUTILIER, Cliff	Mine	D	3358	(250) 923-3616	(250) 830-4993
BOUTILIER, Gary	Electrical/Mine	4X3 (M-T)	3345	(250) 923-3616	(250) 202-0365
BROWN, Rob	Maintenance/Mill	С	3284	(250) 287-8531	(250) 204-6904
BUTLER, AI	Mine	D	3358	(250) 337-8222	
DION, Dylan	Mine	С	3359	(250) 287-7183	(250) 204-4204
ECCLES, Rob	Mine	В	3358	(250) 923-5479	(250) 830-7884
GONSKY, Todd	Safety	5X2 Days	3331	(250) 287-7239	(250) 202-7239
KOROPECKI, Joe	Mine	A	3358	(250) 923-3493	(250) 204-2832
KOTSCHEROFSKI, Shawn	Mine	A	3360		(250) 895-1269
LANGLOIS, Pat	Mine	А	3358	(250) 923-8029	(250) 830-4695
MARTIN, Pat	Eng	5X2 Days	3238	(250) 923-5532	(250) 202-4374
MAY, Kevin	Mine	A/B DAYS	3359	(778) 420 4972	(250) 203-4972
MOLLINGA, Randi	Mine	A/B DAYS	3359	(250) 923-8205	(250) 830-7774
NOTTER, Keith	Maintenance/Mine	C/D	415/431	(250) 287-7728	(250) 202-0594
ROBERTS, Ralph	Maintenance/Mine	C/D	415/431	(250) 923-9436	
SMITH, Dave	Electrical/Mine	C/D	3281	(250) 923-9197	(250) 830-7031
THOMLINSON, Arnie	Mine	C/D DAYS	3358	(250) 923-5956	
LEBEL, Justin	Maintenance/Mine	A/B			(250) 203-0443
SHEPLEY, Rich	Mine	A/B DAYS		(250) 202-5390	
HILL, David	Mine	D		(778) 418-2649	(250) 895-0809
KELK, Rhyder	Mine	A/B DAYS		(250) 204-2975	
MITCHELL, Jim	Mine	A/B DAYS		(250) 923-9995	(250) 203-1792
O'BRIEN, Mike	Electrical/Mine	4X3 (T-F)		(250) 923-8684	(250) 203-8694
CIKALUK, Kris	Mine	4x3 Days	3358	(250) 923-2282	(250) 830-8294
GARDNER, Jeff	Mine			(250) 203-4845	(250) 204-0828
MAY, Mike	Mine	В		(250) 923-6967	
BAGGS, Jason	Elect	4x3 Days (M-T)	3345		(705) 207-9243

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#### 2.5 Surface Emergency Response Team (SERT) Contacts

SERT	Department	Shift	Local	Phone	Alternate
BG4 Tech's					
GONSKY, Todd	Safety	5x2 Days	3331	(250) 287-7239	(250) 202-7239
GUBBELS, John	Eng	5x2 Days	3297	(250) 923-2757	(250) 203-9953
NOTTER, Keith	Maintenance/Mine	C/D	415/431	(250) 287-7728	
SERT					
ATHERTON, Ian	Maintenance/Mill		3256	(250) 830-0174	(250) 504-1000
BROWN, Rob	Maintenance/Mill	C/D	3284	(250) 287-8531	(250) 204-6904
CHERNASK, Tyson	Electrical/Mill	4X4	3281	(250) 850-0977	(250) 204-1731
CHRISTENSEN, Dean	Surface	A/B	3335	(250) 923-9667	(250) 830-3086
COX, Craig	Surface	4X4	3335	(250) 923-5414	(250) 287-0501
DOBOS, Jason	Maintenance/Mill	4x3 (T-F)	256	(250) 287-7068	
GONSKY, Todd	Surface Safety	5x2 Days	3331	(250) 287-7239	(250) 202-7239
KRAUS, Shane	Maint/Mill	4X3 (M-T)	3256	(250) 287-7372	(250) 202-7372
LORENTZ, Derek	Electrical/Mill	4X4	3281	(250) 286-3323	(250) 204-3399
MAY, Doods	Supervisor/Mill	5x2 Days	3284	(250) 286-8374	(250) 830-3877
MAY, Jeff	Maintenance/Mine	C/D	3284	(250) 287-7856	(250) 203-2269
O'BRIEN, Mike	Electrical/Mine	4x3 (T-F)	3345		(250) 203-8694
ROBSON, Tony	Supervisor/Mill	5x2 Days	3281	(250) 923-6175	(250) 203-4548
STAWSKI, Don	Mill	D	3216	(250) 286-6265	(250) 204-1187
STEVENSON, Travis	Maintenance/Mill	4x3(M-T)	3284	(250) 923-7764	(250) 203-7044
MOONEY, Riley	Supervisor/Mill		3282		(250) 927-6779
EDMMONDS, Cheryl	Domcor		3318		
FOX, Tim	Domcor		3318		

#### 2.6 Canadian Auto Workers (CAW) Contacts

Position	Name	Home/Other
CAW Local 3019 Union President	Bill Garton	(250) 850-0288 (h)
		(250) 203-3019 (c)
		(250) 286-1900 (o)
CAW Local 3019 H & S Chairman	Andy Beaudin	Local 205 or (250) 338-7899

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## 3.0 External Resources

#### 3.1 Media Contacts

Company	Media	Name	Position	Location	Phone	E. Mail Address
					Number	
The River – FM	RADIO	Faerber,	News	Campbell R.	250-286-4997	jennifer@jetfm.ca
radio CIQC 99.7		Jennifer	Director			
Courier Islander	PAPER	McLennon,	Reporter	Campbell R.	250-287-7464	editor@island.net
		Dan				
Eagle Radio –	RADIO	Nation, Bill	News	Campbell R.	250-830-1080	bnation@islandradio.bc.
FM 97.3			Reporter			са
The Mirror	PAPER	Rudan, Paul	News Editor	Campbell R.	250-287-9227	paulr@campbellrivermir
						ror.com
North Island	PAPER	Alistar,	Editor	Campbell R.	250-287-9227	editor@campbellrivermi
Midweek		Taylor				rror.com
Comox Valley	PAPER	Mark, Allan	Editor	Courtenay	250-338-5811	editor@comoxvalleyrec
Record						ord.com
Comox Valley	PAPER	Martin,	Editor	Courtenay	250-334-4722	dmartin@comoxvalleye
Echo		Debra				cho.com
Island Radio –	RADIO			Nanaimo	250-758-1131	info@island radio.bc.ca
various stations						
Nanaimo Daily	PAPER	Walton, Paul	News Editor	Nanaimo	250-729-4246	PWalton@nanaimodaily
News						news.com
Nanaimo News	PAPER	Fryer,	Editor	Nanaimo	250-734-4621	editor@nanaimobulletin.
Bulletin		Melissa				com
CBC Radio	RADIO			Vancouver	604-662-6801	cbcnewsvancouver@cb
News						c.ca
CHEK NEWS	TV			Victoria	250-480-3700	tips@cheknews.ca
Times Colonist	PAPER			Victoria	250-380-5211	localnews@timescoloni
						st.com
CTV News	TV			Victoria	250-414-6510	islandnews@ctv.ca
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Vancouver						
Island						
The Canadian	PAPER			Victoria	250-384-4912	
Press						
National Post	PAPER	Hume, Mark	Bureau Chief	Vancouver	604-739-8111	jgreen@nationalpost.co
						m
CKVU-TV	ΤV	Clark,	Assignment	Vancouver	604-876-1344	vannews@citytv.com
		Mike	Editor			
Sterling	PAPER	Schnarr,	Managing	Vancouver	604-732-4443	sterling@hollingermail.c
Newspaper Ltd.		Andrea	Editor			om
CBC TV- The	TV	Roberts,	Assignment	Vancouver	604-662-6608	www.cbc.ca
National		James	Editor			
Vancouver	PAPER	Dawson,	News Editor	Vancouver	604-605-2029	
Province		Fabian				
Vancouver Sun	PAPER	Adamson,	News Editor	Vancouver	604-605-2445	sunnewstips@png.canw
		Stewart				est.com
Globe and Mail	PAPER	Mickleburgh,	Bureau Chief	Vancouver	800-667-8660	

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#### 3.2 Outside Resources Contacts

Contact	Phone
Nurotor Cornerote Communications	Office: +41 (0)44 745 8103
Nyrstar Corporate Communications	Cell: +41 (0)79 722 3089
(Public Affairs & Media) Amy Rajendran	
Group Mgr Investor Relations	
Amy.Rajendran@nyrstar.com	
	Office: 1-954-400-6454
Nyrstar Regional Counsel, North American Robert Sweeney	Cell: 1-954-213-8760
robert.sweeney@nyrstar.com	
Project Manager (AMEC Environment and Infrastructure)	D 250 - 758 – 1887
Dan Hughes-Games, P.Eng	F 250 - 758 – 1899
RCMP/ Fire / Ambulance – Campbell River (24 Hours)	911
Campbell River RCMP	(250) 286-6221
Campbell River Fire Department	(250) 286-6266
Campbell River Regional Hospital	(250) 287-7111
Ambulance	(250) 286-1155
Poison Control - St. Paul's Hospital	1-800-567-8911
Insurance – AON Risk Solutions	(416) 868-5333
Recent Earthquakes: Pacific Geo-Science Center	(250) 363-6500
http://www.earthquakescanada.nrcan.gc.ca/index-eng.php	
CANUTEC (Chemical Spills, Transport Canada, Emergency	(613) 996-6666 (24 hours, collect)
Preparedness, Technical Information)	
http://www.tc.gc.ca/eng/canutec/menu.htm E-mail:	
canutec@tc.gc.ca	
Diver Services: Seaway Diving	(250) 287-7633 (24 hours)
Diver Services: Seafun Divers Ltd.	(250) 287-3622

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Environmental Services – Spill Cleanup – Equipment and Labour	(250) 743-3946
Support - Tervita (formerly Hazco) www.tervita.com	
Environmental Consultants - SEACOR Environmental	1-800-887-5528
Environmental Consultants - Golder Associates Ltd.	604-296-4200
Equipment: (Excavators, backhoes, trucks, etc) - Upland	(250) 286-1148
Contracting Ltd. (Terry Stuart)	
Equipment: (Excavators, backhoes, trucks, etc) - Wacor Holdings	(250) 287-9644
Ltd.	
Equipment: (Excavators, backhoes, trucks, etc) - A. Wood	(250) 287-3232
Bulldozing Ltd.	
Equipment Rentals - C & L Supply Ltd.	(250) 287-9231 / (250) 923-6240
	(24 hours)
Equipment Rentals - Boyd Gordon Industries Ltd.	(250) 287-3378
Equipment Rentals - Robinson Rentals- Nanaimo	(250) 753-2465
Equipment Rentals - Discovery Cranes Rentals	(250) 923-5150
Equipment Rentals - Scotty's Cranes Ltd-Nanaimo	(250) 753-5633
Explosives - Supplier Support - DynoNobel 24-hour Emergency	1-800-424-9300
Explosives - Supplier Support - ORICA Canada Inc.	1-877-561-3636
Fuel / Oil Spills – Clean up from Water - Coastal Mountain Fuels	(250) 287-4214
Fuel / Oil Spills – Clean up from Water - Burrard Clean –	(604) 985-0855 (24 hours)
Vancouver	
Helicopter Services - EB	(250)
Helicopter Services - VIH Ltd.	(250) 923-3133
Helicopter Services - West Coast Helicopters Ltd.	(250) 286-8863 (24 hours)
Helicopter Services - Canadian Helicopters	(250) 286-6118
Highway Issues - EMCON Contracting	1-866-353-3136
Highway Traffic Control Flagging Services - Highway Enterprises	(250) 923-1831
Highway Traffic Control Flagging Services - Dynamic Traffic	(250) 897-6307 (Courtenay, 24 hours)
Service Ltd	

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Highway Traffic Control Flagging Services - Safety on Site Traffic Controllers	(250) 282-3466 (Sayward)
	(004) 252 4400
Laboratory Services (Analytical & Environmental) - ALS Environmental	(604) 253-4188
Laboratory Services (Analytical & Environmental) - Maxxam	(604) 734-7276
Analytics	
Propane Supplier - Superior Propane	1-877-873-7467
Propane Supplier - Stanchem	(604) 685-5036
Tow Truck Services - Miracle Towing, Black Creek	(250) 338-4115 (heavy towing)
Tow Truck Services - Pete's Towing	(250) 287-2161
Tow Truck Services - Coastline Towing	(250) 923-8111 (24 hours)
Tug Boats - Humphries Tug and Barge Limited	(250) 923-4011 (24 hours)
Tug Boats - Bud's Tug & Barge	(250) 923-5193
Vacuum (Suction) Truck Services - BC Master Blasters	(250) 286-3086
Vacuum (Suction) Truck Services - Walco Industries Ltd.	(250) 286-3663
Vacuum (Suction) Truck Services - Barrie's Septic Tank Service	(250) 287-2947
Vacuum (Suction) Truck Services - Able & Ready Septic Tank	(250) 286-1408

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#### 3.3 Government and Regulatory Agencies Contacts

Agency	Role	Contact	Home/Other
BC Ministry of Energy,	Chief Inspector	Al Hoffman	(250) 952-0494
Mines and Natural Gas			
	Manager of Environmental	Kim Bellefontaine	250 952-0491
	Geoscience and Permitting		
BC Ministry of Environment	Strathcona Park - Area	Andy Smith	(250) 337-2405
– BC Parks	Supervisor		
BC Ministry of	Senior Environmental	Andrea Miskelly	(250) 751-3195
Environment	Protection Officer		
	Environmental and Wildlife		1-877-952-7277
	Emergencies/Violations		
	Conservation Officer -		(250) 286-7630
	Campbell River Office		
BC Ministry of Justice	Emergency Management BC		1-800-663-3456
	(EMBC, formerly PEP)		
Environment Canada	Enforcement Officer	Ron Graham	604-664-9374
Environment Canada	Emergency Spill Reporting (24		(604) 666-6100
	Hours)		
Fisheries Canada (DFO)	Habitat Technologist	Rick Senger	(250)-287-2101
			(250)-850-5703
Ministry of Transportation		D. Wright	(250) 334-6959
& Highways			
BC Forest Service	Forest Fires		ZENITH 5555
Coast Guard	Air or Marine Emergency		1-800-567-5111
			(250) 287-8612
Vancouver Island Health	Environmental Health Officer		(250) 850-2110
Authority - Ministry of		Joseph Barratta	
Health			

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	Medical Health Officer	Dr. Charmaine Enns	250-331-8591
Office of the Premier	Premier	Kristy Clark	(250) 387-1715
Legislative Member	MLA North Island	Claire Trevena	250-287-5100

#### 3.4 Local Authorities

	Agency	Contact	Phone
City of Campbell River	Mayor	Walter Jakeway	250-286-5708
	Dogwood		(250) 286-4033
	Operations Centre (rings		(250) 287-7444 (emergency #)
	to fire dept after hours		
	Engineering Services	Phil Skognes	(250) 286-5734
	Environmental	Mike Roth	(250) 286-5711
	Supervisor		
	Water Specialist	Michael Wu	(250) 286-5790
Regional District of			(250) 334-6000
Comox-Strathcona			
	Water Utility Emergency		1-877-999-2285
	Calls		
	Comox Valley Water		(250) 339-5231
	Pollution Control Center		(fax) (250) 339-5239

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#### 3.5 Communities of Interest - Downstream Stakeholders

Agency	Role	Contact	Home/Other
Strathcona Park Lodge	Executive Director	Jamie Boulding	(250) 286-3122
	Subdivision	Bert Veldhuis	(250) 830-0916
Strathcona Park Public	Chair	Tawny Lem	(250) 283-7284
Advisory Committee			
Cedar Creek		Cheryl Taylor	(250) 287-2244
Subdivision			
BC Hydro	24 Hr On-Call		(250) 701-4621
	Duncan Center		
Quinsam Coal Corp.	Environmental Dept.		(250) 286-3224

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## 4.0 Notification of Corporate Office

In the event of an emergency the General Manager or his designate will advise the Corporate Crisis Coordinator, if the emergency warrants their attention for such reasons as external resources needed or the media or other external constituents are calling and inquiring about the situation.

The General Manager or his designate will complete the corporate notification information sheet and forward it to the corporate crisis coordinator as soon as possible.

Name	Position	Crisis Role	Office	Mobile
		Chair		
		Crisis Coordinator		
		Communications		
		Coordinator		
		Health and Safety		
		Coordinator		
		Environmental		
		Support		
		Legal Counsel		
		Engineering Support		
		Technical Support		
		Finance		

#### **Corporate Crisis Team Contacts**

Following the notification of the corporate office, certain members of the corporate team may be in contact with Nyrstar Myra Falls Ltd. to offer assistance and coordinate efforts in the areas of human resources, communications, legal and finance.

It is important to note that Nyrstar Myra Falls Ltd. (NMF) will provide overall management of the emergency situation in consultation with the Corporate Crisis Team. Any actions between NMF and the corporate office are to be approved beforehand by the General Manager.

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#### 4.1 Roles and Responsibilities of the Corporate Communications Coordinator

During an emergency, the Communications Coordinator of the corporate team:

- Ensures worldwide or regional media and internet monitoring services are in place and activated as required and monitors web-site for inquiries.
- In liaison with NMF, reviews and coordinates approval of news releases and other materials;
- Assist the NMF Human Resources coordinator with efforts to bring assistance to employees and their families, as needed.

#### 4.2 Corporate Notification Information Sheet

Name/Position:	
Operation:	
Date/Time:	

#### **Emergency Situation**

- What happened?
- Where did the incident occur?
- How did the incident occur?
- When did the incident occur?
- Does the incident present an immediate danger to human health or the environment?
- How many employees and non-employees killed?
- Employees Injured \_\_\_\_\_ Unaccounted for? \_\_\_\_\_
- Non-Employees Injured \_\_\_\_\_ Unaccounted for? \_\_\_\_\_

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- Seriousness of the injuries?
- Have employees' families been notified? Yes/no, if yes, how:
- Contractor/non-employee families notified? Yes/no, if yes, how:
- What is being done to assist the employee's families?
- What have the rest of the employees been told to do?

#### **Current Status**

- Who is the senior executive in charge?
- What emergency agencies have been contacted?
- Has there been any contact with local/provincial/federal government officials? If yes, whom?
- When will more details be available?

#### **Business Disruption**

- Extent of damage to facilities?
- Specific facilities and locations hardest hit?
- Potential for further damage?

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- Have the facilities been secured?
- Additional facilities at risk?
- Has the operation been interrupted? Describe:
- Length of time before operation is 50%, 75% and fully restored:

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#### Community/Environmental Impact

- Has the incident impacted outside our operation? \_\_\_\_\_\_
- If so describe:
- Evacuation underway? (yes/no/not yet)
- Who and how many people?
- Has the accident area been secured from unauthorized access?
- Extent of environmental damage?
- Extent of community damage?
- Insurance/Liability/Preliminary costs:

#### **News Media**

- Media phone calls (not yet/some/heavy)
- How many reporters/television crews at site?
- Which news organizations?
- What information has been given out? By whom?

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• Who have the media contacted? (individuals, employees, contractors, etc.)

#### **Background Information**

- Suspected cause if this was an accident?
- Have there been similar problems like this in the past?
- Unexpected problems hampering the recovery work?
- What type of help is needed most for your organization?

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## 5.0 Call Log

To/From	Name	Notes	Initials

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## 6.0 Satellite Phone Directions

This is an emergency tool to be used in the event all other modes of communication are rendered inoperable.

It should be used to contact any / all Nyrstar Myra Falls Ltd. Management personnel as per our emergency procedures manual. (Emergency phone list).

## Should anyone from outside need to contact the mine site via this phone the number is <u>011-881-641491651</u>

There is a slight delay for the phone number to be dialed (be patient).

To receive a call the phone must be powered on, and be in contact with a satellite, this is very important. If the satellite phone is not registered with a satellite, no incoming calls will be possible.

#### When you receive a call:

- Your phone rings.
- You can answer this phone as you would any regular phone

#### To answer the call:

• FIRST, extend the antenna. To get a better signal the antenna can be moved to the left, right or middle.

#### To place a call:

- 1. Turn power on
- 2. It will scan until it has a signal. Don't panic if this takes a few minutes. If no signal then you may have to change your location (seek more open space), make sure phone states "registered".
- 3. Enter the phone number you want to call and press green send button.

When talking on this phone you must remember there is a few second delay before the person on the other end hears your voice. So you may want to use it as you would a mine radio. Pause when you finish talking, and pause when you think the person on the other end has finished. Or you may wish to use actual traditional radio Jargon @ "OVER" when you complete a call.

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## 7.0 Communicating with the Media

#### 7.1 Media Communications Plan

#### Objectives

- Help the news media and key stakeholders focus on known facts and the company's positive actions;
- Demonstrate the company as a caring and responsible organization and;
- Maintain key stakeholders and the parent company's trust and confidence in the operation's ability to effectively manage the emergency.

#### **Communications Strategies**

- Be a quick and reliable source of accurate information;
- Actively communicate with and monitor the news media and key stakeholders, and;
- Be an open and responsible company.

#### **Program Elements**

#### 1. Refer all media/stakeholder inquiries to designated spokesperson

- Emergency communications coordinator to coordinator all communications with corporate communications coordinator before speaking or communicating with media/stakeholders.
- Emergency communications coordinator to confirm designated spokesperson.
- Emergency communications coordinator to notify security, reception and employees to direct all media and stakeholder calls to the assistant of the designated spokesperson.
- Assistant of designated spokesperson to log all media and stakeholder inquiries. Under no circumstances should media calls be placed directly to spokesperson unless authorized by spokesperson.
- All investor relations enquiries will be referred to the corporate office.

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#### 2. Assessment of Incident

- Emergency communications coordinator to:
  - initiate and monitor local, regional and provincial media and forward all information pertaining to the crisis situation to the emergency response team;
  - monitor all non-media requests and forward all information pertaining to the crisis situation to the emergency response team;
  - prepare crisis communication plan.

#### 3. Prepare Preliminary Corporate Statement

- To ensure that initial information about the incident is accurately conveyed to the media and key constituents, the emergency communications coordinator shall draft a preliminary media statement and have it approved by the corporate communications director.
- Emergency communications coordinator to prepare relevant background information to accompany preliminary statement and statement for employees.
- Preliminary statement and background information to be approved by the emergency response team leader.

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#### 4. Contact Media/Key Constituents

- Prior to the release of the preliminary statement, human resources coordinator to contact families of victims.
- Following approval of the employee statement, statement is disseminated to local employees.
- Following approval and release of the preliminary corporate statement, spokesperson to return phone calls in media phone log as soon as possible.
- Spokesperson(s) to call/send preliminary statement to key constituents concurrent with release of the preliminary statement to the media. These stakeholders may include but are not limited to:
  - elected and non-elected community leaders;
  - government agencies;
  - provincial and national mining associations;
  - neighboring mining companies;

#### 5. Prepare News Release and Background Information

- To ensure consistent messages and information are being disseminated from the Nyrstar Myra Falls Ltd. the emergency communications coordinator will liaise with the corporate crisis communications coordinator to draft a news release (must be done before speaking with Stakeholders or Media) for approval by local and corporate crisis response leaders when there is/are:
  - multiple or serious injuries or fatalities; risks to the environment;
  - risks to the community;
  - evacuation, significant shut downs;
  - significant investor issues and concerns raised by the incident.
- Emergency communications coordinator to prepare appropriate background information to distribute to the media either before or concurrent with the distribution of the news release.
- Emergency communications coordinator to liaise with corporate crisis communications coordinator to manage the dissemination of the news release to the media and employees simultaneously as well as use of the company's existing web-site or activates a ghost web-site.

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#### 6. Prepare Media Room

- In the event the incident necessitates the holding of a news conference, the emergency communications coordinator shall have a dedicated media room within the operation office or at a nearby off-site location.
- Contact security, reception and the assistant of the designated spokesperson to inform them of the locale for the news conference.

#### 7. Debrief

- Emergency communications coordinator to attend daily debriefing.
- Coordinator to review/discuss:
  - current media interest and focus of questions;
  - > correct erroneous information through media monitoring and internet;
  - communication to employees;
  - communication to parent company.

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#### 7.2 Suggested Preliminary Media Statement

#### This is what we can confirm at the present time:

At approximately (time) Nyrstar Myra Falls Ltd. experienced a (brief description) at our mining operation.

At this point we cannot accurately tell you the extent of (the damage, injuries, etc.) other than to say that it has involved (<u>specific facilities - if known</u>) and (<u>number</u>) of people. Their names and conditions will not be disclosed until company officials have notified next of kin. Our first priority is the safety and well-being our employees, contractors and the communities nearby.

We hope to have this situation resolved as soon as possible and will keep the public advised via the news media of any important developments. We would ask members of the media to gather at designated media room/or media will be advised through an advisory on our web-site or the wire network so they can be briefed as soon as additional information is available and verified.

That is all we can confirm at the present time. I am sure you understand we all are very busy trying to deal with this situation, and we'll need your patience. As soon as we have more information that has been confirmed, it will be disclosed to the public via the news media.

Thank you very much.

Drafted by:	 
Approved by:	
Date:	 
Time:	

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#### 7.3 Background Information for the Media

Some suggested background information for the media

- A brief history of the company
- Corporate/operation profile
- Corporate mission statement
- Corporate Health, Safety, Environment and Community Policy
- Digital photos of operation (color and black & white)
- Videos or stock footage
- Frequently asked questions
- Key industry contacts
- The safety and environmental record of the company and its operation
- Drawings, diagrams, maps, models of operation
- Latest corporate annual and Health, Safety, Environment and Community Reports
- Operations map
- See "Welcome to Nyrstar Myra Falls Ltd. Visitors Guide Information" pamphlet

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#### 7.3.1 Myra Falls History

#### Overview

The Nyrstar Myra Falls Ltd. mine is located at the south end of Buttle Lake on British Columbia's Vancouver Island, surrounded by the spectacular mountain scenery of the Strathcona Provincial Park.

The operation, which Nyrstar acquired through its 2011 take-over of Breakwater Resources Ltd., comprises two integrated underground mines feeding a mill, which produces concentrate containing zinc, copper, lead, gold and silver. The concentrates are exported through the port of Campbell River 90 km away.

#### History

Mining, by open pit, began in 1966 in the Lynx deposit while underground production got under way in 1972 in what became the Myra Mine. Both these deposits have since been mined out.

A new zone, designated the H-W, was discovered under the Myra deposit in 1979 and underground mining was launched there in 1984. In 1991, further new discoveries were achieved in what became known as the Battle and Gap zones. The Battle/Gap and the H-W zones comprise the two producing areas at Myra Falls today.

#### Geology

The Myra Falls ore bodies are massive sulphide deposits of volcanogenic exhalative origin. They are hosted within the Myra Formation, a package of Devonian volcanic rocks which expends northwest / southeast across Vancouver Island. The Myra Formation appears to comprise three rhyolite zones, two of which contain mineralization. The chief characteristics of the mineralization are as follows:

A diverse assemblage of mineralized bodies comprising a swarm of sub-parallel sulphide lenses. The principal minerals are sphalerite, purite and chalcopyrite with minor galena, bornite and tennantite. The HW deposit is a flat-lying, dish shaped puritic lens ranging from 2 to 65m in thickness. It lies 300 – 600 m below the valley floor. The Battle/Gap Zone, which is geologically similar but has a much higher zinc content, is situated along the volcanic trend at 700 – 900 m depth.

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#### **Exploration, Reserves and Resources**

Historically, exploration at Nyrstar Myra Falls Ltd. (NMF) has been very successful in replacing ore mined and the discovery cost has been low.

Current reserves are sufficient for a further seven years of production but ongoing exploration continues to convert resources to reserves at a pace which should ensure that production will continue at NMF into the future.

#### Mining

Two distinct but integrated mines are currently in production. The HW mine is accessed by a 716m deep vertical shaft, which is linked to the production areas by ramps and lateral development. The Battle/Gap mine is linked to the HW by a 1.8km long drift. Ore is trammed to an underground crusher by rail and hoisted to the surface.

Mining in the HW mine employs sub-level stoping with longhole drilling. In the Battle/Gap zone, both sublevel stoping and drift and fill methods are employed, depending on the ore body configuration. Hydraulic backfilling using mill cycloned tailings is applied in both mines. As much as 55% of tailings is pumped underground for this purpose.

#### Milling

The concentrator, which is located 1.4km from the mineshaft, has a capacity of 1.4 million ore tonnes per year. The process comprises secondary and tertiary crushing followed by rod and ball milling and flotation to produce zinc, copper and lead concentrates. In 1992, a gravity circuit incorporating a Knelson concentrator was installed. This generates a separate gold concentrate and has improved gold recovery.

The concentrates are shipped mainly to Nyrstar smelting operations.

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#### Infrastructure

Nyrstar Myra Falls Ltd. is linked to the port at Campbell River by a 90km asphalt road. Concentrates are shipped through a handling and loading facility in Campbell River.

Electric power to the project is supplied by nearby hydro-electric power stations owned by NMF. These are supplemented by standby diesel generators to give a total installed power of 12MW.

#### Human Resources and Community

There are 300 employees at Nyrstar Myra Falls Ltd. Most of these live in Campbell River and other nearby communities. There is, however, short term accommodation on site for shift workers on the 12 hour schedule.

Health and safety are given high priority at Myra Falls. Constant efforts are focused on improving the safety record.

Myra Falls is important to the surrounding community and relations with local and provincial authorities as well as labor unions are excellent.

#### **Environment and Waste Disposal**

The area in which the NMF Myra Falls operation is situated has been designated the Strathcona Westmin Provincial Park. This lies within the larger Strathcona Provincial Park. Because of its location, the mine is subject to the most stringent land management and environmental regulations. Nyrstar Myra Falls mineral claims cover an area of 3600 hectares but the area actually affected by the operation is no more than 200 hectares.

Mill tailings are stored in two on-site tailings impoundments. The tailings dams are reinforced to ensure that that all current seismic and safety requirements are met.

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Apart from routine monitoring, ongoing environmental work includes the following:

Reclamation of land areas no longer in use – including re-seeding and tree planting. The whole site will eventually be reclaimed when production ceases. The mine maintains an up to date closure and reclamation plan.

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#### 7.4 Handling the Media: Key Message development

The following is background information for the development of the preliminary media statement and for company spokespersons preparing for conducting interviews with the media.

#### What is a Key Message?

- A key message is the **main point** you want to communicate when participating in a media interview.
- A key message is generally a statement of opinion or position. Examples:
  - We are working with the authorities to find out exactly how the incident occurred. I assure you that we will provide you with information as soon as it becomes available to us.
  - We are committed to ensuring the safety of our employees and the public in the communities and region(s) in which we operate. We are doing everything we can to address the situation and restore normal operations.

#### Defining your Key Message

- Before participating in a media interview, always ask yourself:
  - what do I want the headline to say?
  - what do I want the reporter to remember when the interview is over?
- Two or three key messages are adequate for one interview topic. You want to be clear and concise. Too many messages will confuse people. Keep it simple and stay conversational.
- The three R's: review, revise and rehearse your messages.
- Use "bridges" to emphasize your key messages and steer the interview. Examples of bridges include:
  - "I think it is important to note ....",
  - "the point I want to make very clear is ...",
  - "What's really at the heart of the matter is ...".

For telephone interviews, keep a written copy of your key messages in front of you as a reminder. As a reference or worksheet, see the following page.

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#### Key Message Reference Guide

Positioning Statement		
Key Message		
	<u> </u>	
Fact		
Fact		
Key Message		
Fact		
Fact		
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#### 7.5 Handling the Media: Before the Interview

Even the most experienced media spokespersons must prepare for media interviews. The following are some guidelines to help you when the media calls.

#### Find out what the reporter is after

If you receive a request for a media interview, find out what the reporter is after - see media/stakeholder telephone log sheet. By gathering this information you will have given yourself time to prepare for the interview and be able to provide the quotes and information the journalist needs to write the story.

#### Provide reporters with background information

Some reporters may have a preconception of the mining industry while others may not. In any situation, providing relevant background information, statistics, or third party references can offer a reporter a new perspective on the story and may persuade the individual to pursue or at least consider the story from an angle not previously thought about.

Providing relevant background information is important because it supports your key messages and helps you tell the story that must be told with accuracy and fairness.

#### Know your key messages

Every news story has a focus, which is often decided by the reporter while conducting the interview. Consequently it is important to ensure the reporter understands **your** main focus. Know your key messages - your two or three main points - and deliver them throughout the interview.

#### Anticipate

"Hope for the best and prepare for the worst". A timeworn but relevant cliche. Before each interview, think about what questions you would **NOT** want to be asked? Role-play as the reporter and ask yourself the five or six toughest questions you can think of. Then prepare responses.

#### The Three R's: Review, Revise and Rehearse

To refine key message points and prepare for an actual media interview there is simply no substitute for practicing in a role-playing setting with a colleague or a professional media trainer.

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#### 7.6 Handling the Media: The Interview, Tips & Techniques

The following are some tips and techniques that you should review before participating in an interview or news conference.

#### The first question

The first question can set the tone for the entire interview. Sometimes the reporter will start off with an openended, weak or confusing question. It is your job to provide some focus. This may involve giving more background or context before transitioning to a key message. Remember that your first answer will help set the tone for the rest of the interview. It is suggested that spokespersons start with the prepared/approved statement.

#### Be conversational

Too many interviewees allow themselves to be led through the interview by the reporter's questions. These passive interview subjects seldom get their message across. An interview does not have to be a question and answer session. Think of it as a conversation, and you have an important story to tell. Engage the reporter in a conversation. Deliver your key messages and state your case.

#### Environment

Bright lights, microphones, tape recorders, notepads and ringing telephones can be distracting during an interview or news conference. Tune them out and stay composed. Think of the interview as a one-on-one conversation and focus on the interviewer's questions.

#### Control

Composure is crucial during an interview or news conference. Listen carefully to questions and think before giving an answer. Regardless of how the question is asked (aggressive, overly friendly, etc.), consider how you want your response to sound.

Do not allow yourself to be baited or bullied, but always respond to challenges or accusations that may place you or the company in a negative light. Above all, treat each reporter the same: your responses should be forthright, thoughtful and composed.

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#### Acknowledge

If everyone knows there's a problem, don't waste time denying it. This will simply serve to damage your credibility. It is far better to acknowledge mistakes and problems, and explain what the company is doing to better the situation. In a crisis situation, spokespersons can be responsive and demonstrate concern and commitment, without accepting liability.

#### Body language

Body language is particularly important for television interviews, but also plays a role in any face-to-face interview. If you sit forward, make eye contact and speak naturally, a reporter will more readily believe what you are saying is accurate. If you cross your arms, avoid eye contact and swivel your chair, your lack of comfort will be noticed and may affect your credibility.

#### **Blocking and Bridging**

The most common mistake in interviews or at a news conference is becoming fixated by a question so you lose sight of your own key messages and become a passive responder. The most effective spokespeople listen to the bigger issue behind each question, and address that issue as they choose. This is done through the technique of "blocking and bridging."

Blocking means deftly avoiding unwelcome or inappropriate questions. Bridging means making a smooth transition from an undesirable question or topic to an area that fits your agenda. Blocking and bridging are accomplished by using smooth, connecting phrases such as:

- "I don't have the answer at this time, but what I can tell you is ..."
- "I think it is important to note ..."
- "What the public really needs to know about this issue is..."

Blocking and bridging are particularly critical in crisis situations. The guidelines here is: "Asked about a problem, talk about a solution."

Finally, blocking and bridging help you repeat your message points. If you view every question as an opportunity to accomplish your agenda, you will be successful in conveying your key messages.

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#### 7.7 Handling the Media: Common Pitfalls

The following are some common pitfalls that you should take into account before participating in an interview or a news conference.

#### No comment

Some spokespeople use "no comment" whenever a tough question is asked. However, "no comment" tends to come across as evasive and as a tacit admission of guilt. The reader/viewer will immediately think the company is guilty of environmental or operational negligence.

It is preferable to explain why you "don't have the answer at this time" (don't have background information at your fingertips, the matter is before the courts, proprietary or competitive information, etc.). After delivering this message, finish on a positive note by telling the reporter what you can say.

#### Jargon

This is of particular concern in fields like engineering, where spokespersons use complex terminology on a daily basis. But remember to whom you are talking. The media are geared to the average citizen. Hence, talk in layman's terms.

#### On/Off the record

Put simply, there is no such thing as "off-the-record". It puts your credibility at stake. How would you view someone who speaks about an issue publicly and then offers different views off the record? How is a reporter likely to view you if you go off the record? The best, most honest strategy is to always be "on the record", before the interview begins, after it ends and everywhere between.

#### Fishing

People sometimes say too much, and reporters know this. Spokespeople must be careful not to inadvertently give away confidential, sensitive or proprietary information. Occasionally, a reporter will go fishing for information during an interview. It's important to be honest with reporters, but don't give confidential information. Block and bridge to an appropriate answer.

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#### Repeating the negative

In day-to-day conversation, it's completely natural for us to repeat part of a question that has been asked of us, or use the same descriptive terms. It's what many of us do while we think of an answer but it is not advisable during an interview.

#### Speculation

It is natural for reporters to think ahead, to attempt to determine the impact a story or event may have. As a result, they often ask questions about the future. "What will happen next? When will you have more information? What do you think the government/community feels about the safety around the mine?"

Even though you know your operation and may be able to make an educated guess on the future, you can't definitively answer these speculative questions any better than the reporter. And the reporter knows it. The only thing you gain by engaging in speculation is the opportunity to be wrong... publicly. When asked to comment on the future, simply say: "It's difficult to speculate on what will happen tomorrow or next week. I can simply tell you what is happening now."

#### Either/Or

Some reporters, inadvertently or not, will try to pigeonhole your answers by asking you yes/no, either/or questions. If you don't like the options given to you by the reporter, it's completely within your rights to identify and explain additional options. Newspapers may be black and white, but you are entitled to talk about the gray areas. Remember to block and bridge.

#### He Said/She Said

A reporter may attempt to create a disagreement between you and another party. There is no benefit to criticizing another party, it will simply make you look petty. Take the high road. Speak to your strengths and avoid mudslinging.

#### Loaded Questions

Reporters occasionally ask questions based on an incorrect premise. Correct the error immediately. If you allow a piece of misinformation to go by unchallenged, you are tacitly agreeing with it and it may show up in the reporter's story. Using the phrase, "Actually that's not quite accurate. Let me explain..." will alert the journalist to the error. Reporters place a premium on accuracy.

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#### **Rapid Fire**

Occasionally, an aggressive reporter will blitz an interview subject with questions, firing them one after another, not allowing time to properly respond. This is an attempt to intimidate. You have the right to respond and to take a few seconds to consider your response. Don't get flustered or nervous. Think about the question and respond at a comfortable pace in a calm and appropriate manner.

#### Silence

When you have answered the question, don't keep talking to fill an awkward silence. Say what you need to say and stop.

#### 7.8 Handling the media: News Conference Checklist

During a crisis, there are often so many other conflicting demands for attention that small details can be forgotten or overlooked. The following is a checklist for holding a news conference.

#### **News Conference Preliminaries**

- Check with the corporate spokesperson to select the best time for the news conference.
- Notify media of time and locale of news conference.
- Compile a list of news media that have indicated that they will attend.
- Compile background information on the company and/or operation that may be of interest to the media.
- Assign someone to handle the physical arrangements of the news conference. Consider the following:
  - Do we need video services to record the event?
  - Do we need a junction box for TV and radio mikes?
  - Do we have enough chairs, tables, a podium and microphone?

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- Prepare an opening statement and review it with the designated spokesperson.
- Review anticipated questions and answers with the designated spokesperson.
- Check all sound equipment and tape recorders before the news conference and transmission equipment (conference call/web cast).
- Place media log sheet in the conference room to obtain names and affiliations of attendees.
- Place all news information and handout material in the conference room, and on web-site including:
  - news release;
  - background information, such as fact sheets, backgrounders, biographical information, photos, etc;
  - printed copies of the opening statement.

#### During the News Conference

- If news conference is on-site, escort the media to the conference room.
- Make sure media sign log sheet.
- Distribute information material.
- Have an assigned staff member open the conference and establish the ground rules.
- Monitor the questions and answers closely. Make any necessary clarifications before the end of the event.
- Arrange for the briefing to be taped and prepare a verbatim transcript as soon as possible.

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#### After News Conference

- Handle requests for follow-up information
- Monitor the coverage received and contact any news media those errors in their reports, if appropriate.
- Provide feedback for spokesperson.

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