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Issued By	BCP Manager
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Approved By	Board of Directors

RP04 – Recovery Procedures Media/Client Communications

Purpose & Objectives

All employees should understand the media relations policies of the institution. All information about the emergency and recovery should be released to the media by a single source, the MEDIA SPOKESPERSON, who, in most cases, is the MANAGER/CEO. The MEDIA SPOKESPERSON should handle media inquiries, draft and/or approve press releases (Go to → [Press Releases](#)), and act as the primary liaison to media agencies.

Press Releases

Press/News Releases should be prepared for shareholders, employees, customers, vendors, and the general public, as deemed necessary by senior management. The MEDIA SPOKESPERSON should draft and/or approve all releases, ensuring that they are delivered to all intended recipients in a timely, proper manner.

The following model can be used to draft most press releases.

TO: THE DEPOSITORS, CUSTOMERS, VENDORS, EMPLOYEES, PUBLIC (as required)

As you may know, our (OFFICE/BRANCH NAME) in (CITY) has incurred (moderate/extensive) damage due to (a/the) recent (fire/earthquake/etc.). (Despite these minor damages, you may continue to use this location to conduct your regular business transactions.) – ~~OR~~ – (Due to these damages, we have made a decision to move the operations of this location to a temporary site for reasons of safety and convenience. Business services normally provided at this location will now be offered at the (LOCATION). You may obtain directions to this location by.....)

We have done extensive planning in preparation of such an event in an attempt to minimize the time required to restore operational capabilities. In addition, every precaution has been taken to protect corporate assets and to maintain the integrity of all proprietary, customer data.

Our current (plan for/status in) the repair of damages and restoration of operations is [Detail plan/status here]

We sincerely regret any inconvenience this has or may cause. We also thank you for your time and patience in the matter and will keep you informed of changes in our plans, progress and/or status.

Responsibilities & Authority

The following details the responsibilities and authority that various internal/external resources have in the administration, implementation, and maintenance of this procedure.

MEDIA SPOKESPERSON is/are responsible for:

- Drafting and/or approving all media releases and handling all media inquiries.
- Compiling all information received into press releases, as deemed necessary.
- Overseeing the maintenance and storage of corporate media policies and procedures.

BCP MANAGEMENT TEAM is/are responsible for:

- Forwarding relevant recovery progress info/reports to the MEDIA SPOKESPERSON.

TEAM LEADERS is/are responsible for:

- Ensuring that all TEAM MEMBERS are aware of the institution's media relations policies.
- Forwarding relevant recovery progress info/reports to the BCP MANAGEMENT TEAM.