Protecting Your Collections

WRITING A DISASTER RESPONSE PLAN

PART 2: COMMUNICATIONS

JULIE PAGE - WESTPAS

Compiling Your Disaster Plan

- Take a "phased" approach Set realistic goals/timeline
- Track your progress
- Keep the contents clear, reliable & up to date
- Build on the webinar appendices
- Get help from colleagues
- Use regional resource people & the Web

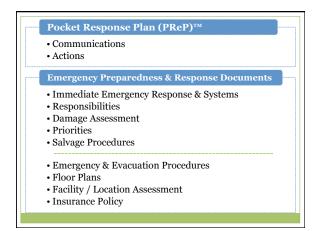
Heritage Preservation Disaster Resources

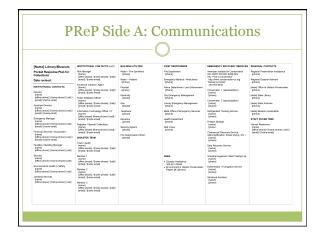




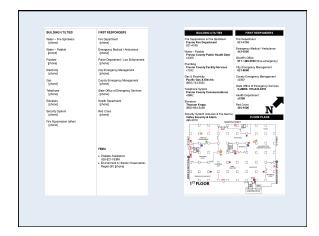


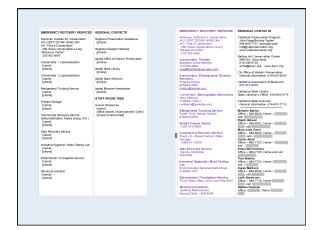
www.heritagepreservation.org



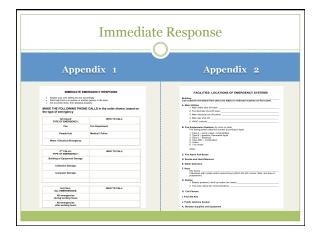


[Name] Library/Museum	INSTITUTIONAL CONTACTS (con/t)	Archives and Collections Management Facility	INSTITUTIONAL CONTACTS (cont
Pocket Response Plan for Collections	Risk Manager [name] [office phone] / fhome phone] / [cell] /	Pocket Response Plan for	Risk Manager Maryellen Peters Office
Date revised:	[email] / [home email]	Collections Date revised: 10/24/2011	Insurance Contact / Agent
INSTITUTIONAL CONTACTS	Insurance Contact / Agent [name]		Jennifer Ludford Office
Director [trame]	[office phone] / [home phone] / [cell] / [email] / [home small]	INSTITUTIONAL CONTACTS Museums Administrator	Public Relations Officer Robert Miler
[office phone] / [home phone] / [cell] / [email] / [home email]	Public Relations Officer	Museums Administrator Melanie Barton Office -530-010-6504	Office
Assistant Director	[office phone] / [home phone] / [cell] / [email / [home emoil]	Home phone	Information Technology Officer / I Dennis Christmon
[name] [office phone] / [home phone] / [cell] /	Information Technology Officer / IT	email-mberton@priecer co gov	Office
[email]/[home email]	[name] [office phone] (home phone] / [cell] /	Museums Program Manager Reigh Gibson	Curator of Collections Kasia Woroniecka
Emergency Manager [name] [office shonel / fhome phonel / Iself]	[email] / [home email]	Office - 889-8502 Home	Office - 530,889-7705 Home / cell e-mail- kworonie@placer.ca.gov
[email]/[home email]	Registrar / Special Collections [tarrie] [office phone) (frome phone) / [cell] /	Cell- e-mail- rgibson@placer.ca.gly	home e-mail -
Financial Services / Accountant (name)	[email] / [home email]	Emergency Manager South Malio	DISASTER TEAM
[office phone] / [home phone] / [cell] / [email] / [home email]	DISASTER TEAM	Office	Team Leader Kasia Woroniecka
Facilities / Building Manager	Team Leader [narrel]	After Hours	Office 530/889-7705 cell
[name] [office phone] / [home phone] / [cell]	[office phone] / [home phone] / [cell] / [email] / [home email]	Financial Services / Accountant Valerie Bayne	email -hwordrediblacer on gov Member 1
Security (name)	Member 1 Iname)	Office e-mail	Ralph Gibson Office 889-6502 / home phone -
[office phone] / [home phone] / [cell]	[office phone] / [home phone] / [cell] / [email] / [home email]	Facilities / Building Manager Todd Pleanek	e-mail - minson@placer ca poy
Environmental Health & Safety [name]	Member 2	Office	Member 2
[office phone] / [home phone] / [cell]	[name] [office phone] / [home phone] / [cell] /	Security Sonitrol	Debbie Poulsen Office - 530/889-7789
Janitorial Services [name] [office phonel //home phonel / Icell]	[email] / [home email]	Office	home phone- e-mail- doculser@placer.ca.gov
[cancer priories] / [name priories] / [cest]	Member 3 [name] [office phone] / [home phone] / [cell] /	Environmental Health & Safety Virginia Uneberry Office	Member 3
	[email / [home email] [once prione] / [nome prione] / [ostil /	Janiforial Services	Jason Adair Office - 889-7702 / home phone
		Jim Miler Office	/cell - I radant/Dolacer.ca.gov









	Immed	iate R 			
RESPONSIBILITIES DURING A DIS- frequentialities are grouped under ratingries of in the Park Guide for Enveragent Programmer. The in- sis intended to get you thinking about what is need for each one. General ratin and personn and on a	ries, established by Herlage Preservation in not a comprehensive list of responsibilities, but d and the most appropriate personals or team houses for each becommistion. One was how		DISASTER RESP	ONSE / RECOV	ERY TEAM
a botter idea of what your team will look like, use # discurrent assigned rates and central information.	ppendis 3 - Disaster Response Team to		Position	Name(s)	Contact Number(s)
	NAME/TITLE		Response / Recovery Team Leader	_	
LEADERSHIP Set up commend center		i			
Define goals & outline the response plan Define every person or group's			Responder Listoon		
Assign & coordinate disputer team activities Train and supervise perfers as resided			Health and Safety Coordinator		
Which over the morale & welfare of workers			reast and savely coordinate		
indicate the incident Commander as soon as					
possible and introduce yourself Alart him/her to the risks that reservedens			Security and Facilities Coordinator		
relight encounter at your institution					
Provide Incident Commender keys & plans Include where enterby collections & essential			Administrative and Financial Coordinator		
Request special access for trained staff to assess the collection			Supplies and Equipment Coordinator		
Threadened suffections HEALTH AND SAFETY			Communications Coordinator		
Contact outside support to identify 5 remove			Communications Coordinator		
Pazardous substances Determine physical limitations of response					
			Assessment Coordinator		
Establish, staff 5 stock first aid station Ensure frequent & regular breaks					
Equip learn with appropriate PPS SECURITY AND FACILITIES			Downwelston Constinutor	-	
SECURITY AND FACILITIES Secure & project the building's contents			Documentation Catefolists		
envicement Establish chesk in leut procedures			Salvaga Coordinator		

	surance pendix 4
GUIDALINE FOU INCIDENT AGENTS INCIDENT INCIDENT STATES AND INCIDEN	INSURANCE CONTENSES THE SAME AND ADDRESS OF THE AUTOMOTION OF THE

Communication — The Media Don't speculate on cause/fault Say "I don't know" vs. "no comment" Don't speak "off the record" Have a consistent message



IMMEDIATE EMERGENCY RESPONSE

- Assess your own safety and act accordingly.
- Elicit help from a co-worker or another person in the area.
- Act to protect lives, then physical property.

MAKE THE FOLLOWING PHONE CALLS in the order shown, based on the type of emergency

1st CALLS: TYPE OF EMERGENCY:	WHO TO CALL:		
Fire	Fire Department		
People Hurt	Medical / Police		
Water / Electrical Emergency			
2 nd CALLS: TYPE OF EMERGENCY:	WHO TO CALL:		
Building or Equipment Damage			
Collection Damage			
Computer Damage			
3rd CALL: ALL EMERGENCIES:	WHO TO CALL:		
All emergencies during working hours			
All emergencies after working hours			

FACILITIES: LOCATIONS OF EMERGENCY SYSTEMS

Building:
List locations and attach floor plan (use letters to indicate locations on floor plan).
A. Main Utilities 1. Main water shut-off valve:
2. Fire Sprinkler shut-off valve:
3. Main electrical cut-off switch:
4. Main gas shut-off:
5. HVAC controls:
B. Fire Suppression Systems (by room or area) Fire extinguishers (label by number according to type)
 Type A – wood, paper, combustibles Type B – gasoline, flammable liquid Type C – electrical Type ABC – combination Halon Fire hoses
Other:
C. Fire Alarm Pull Boxes
D. Smoke and Heat Detectors
E. Water Detectors
F. Keys Key boxes: Individuals with master and/or special keys (attach list with names, titles, and keys in possession).
G. Radios 1. Battery powered / wind-up radios (for news):
2. Two-way radios (for communication):

H. Cell Phones

- I. First Aid Kits
- J. Public Address System
- K. Disaster Supplies and Equipment

Appendix 3

DISASTER RESPONSE / RECOVERY TEAM

Position	Name(s)	Contact Number(s)
Response / Recovery Team Leader		
Responder Liaison		
Health and Safety Coordinator		
Security and Facilities Coordinator		
Administrative and Financial Coordinator		
Supplies and Equipment Coordinator		
Communications Coordinator		
Assessment Coordinator		
Documentation Coordinator		
Salvage Coordinator		

RESPONSIBILITIES DURING A DISASTER RESPONSE & RECOVERY

Responsibilities are grouped under categories of roles, established by Heritage Preservation in *The Field Guide to Emergency Response*. This is not a comprehensive list of responsibilities, but is intended to get you thinking about what is needed and the most appropriate person(s) or team for each one. Identify at least one person and an alternate for each responsibility. Once you have a better idea of what your team will look like, use **Appendix 3 – Disaster Response Team** to document assigned roles and contact information.

NAME/TITLE

LEADERSHIP	
Set up command center	
Define goals & outline the response plan	
Define every person or group's	
responsibilities & the chain of command	
Assign & coordinate disaster team activities	
Train and supervise workers as needed	
Watch over the morale & welfare of workers	
RESPONSE LIAISON	
Identify the Incident Commander as soon as	
possible and introduce yourself	
Alert him/her to the risks that responders	
might encounter at your institution	
Provide Incident Commander keys & plans	
Indicate where priority collections & essential	
records are held	
Request special access for trained staff to	
assess the collection	
Ask for help to evacuate or protect	
threatened collections	
HEALTH AND SAFETY	
Contact outside support to identify & remove	
hazardous substances	
Determine physical limitations of response	
team members	
Establish, staff & stock first aid station	
Ensure frequent & regular breaks	
Equip team with appropriate PPE	
SECURITY AND FACILITIES	
Secure & protect the building's contents	
Work with team members to stabilize the	
environment	
Establish check-in/out procedures	
Monitor fire protection/suppression systems	

NAME/TITLE

ADMINISTRATIVE AND FINANCIAL	
Track the monetary impact of all decisions	
Arrange for funds necessary to buy supplies,	
equipment, food, etc.	
Contact insurance company or risk	
management & fill out required forms	
Works to access critical institutional records	
Contacts data recovery firm if electronic	
records are damaged.	
SUPPLIES AND EQUIPMENT	
Locate available in-house supplies	
Responsible for ordering, delivery & dispersal	
of sufficient quantities of the appropriate	
supplies & equipment	
Establish & maintain lines of communication	
with contractors	
COMMUNICATIONS	
Handle all public relations & the media	
Provide communication among team	
Keep informed about [if?] larger disaster in	
your community	
ASSESSMENT	
Assess & estimate the type & extent of the	
damage	
Review collection priorities list & confirm or	
adjust it based upon damage assessment Estimate number of personnel needed to	
complete the work & how long recovery will	
take	
DOCUMENTATION	
Ensure proper documentation of damage	
(photos, videos, etc.)	
Record all major decisions & chronology of	
events	
Record staff time used & staffing needed	
Document salvage effort	
Keep inventory control of items being	
removed or discarded	
SALVAGE	
Set salvage priorities	
Determine needed resources – Can salvage	
be done in house with staff? Is a consultant	
and/or disaster recovery service needed?	
Formulate logistics for packing out & moving	
materials from the building if a commercial	
recovery service is not used	
Instruct staff on salvage procedures	
Triage collections based on salvage priorities	
& damage	

INSURANCE COVERAGE

Staff Liaison:
Include vital information for all that apply:
General Liability Insurance:
Broker:
Carrier:
Policy Number:
Fine Arts Insurance:
Broker:
Carrier:
Policy Number:
Self Insurance:
Amount Limit:
Contact:
For each type of insurance:
Risks covered:
Exclusions:
Deductible for:
Fire:
Water damage:
Vandalism:
Other:

What is the aggregate, or the total amount the insurance company will pay for a given policy period (typically 12 months)?

Are there any requirements and liabilities for workers helping with a collection recovery (staff or volunteers)?

What records do the insurer require (e.g., photographs, copy of the registration records) to begin salvage immediately?

GUIDELINES FOR UNDERSTANDING INSURANCE COVERAGE

These guidelines can help libraries and museums gather information to aid in understanding their insurance coverage. Once the information is gathered, the document should be transformed into one that states what is the value of the insurance policy, what is covered and what is not, and how to file a claim. In addition, relevant information should be transferred to the appropriate parts of the Disaster Plan, including the contacts for risk management, insurance brokers, or insurance companies and what kind of documentation is needed to file a claim. Not knowing the proper steps or ignoring them may result in claims being disallowed. These steps should be clearly understood before the recovery process begins.

Remember to notify the insurance company as soon as possible when disaster strikes.

General Guidelines

- 1. Find out how the collections are insured and determine the policy's exclusions.
- 2. Ask what can be done to reduce the premiums. Having a written disaster plan, installation of smoke and heat detectors, sprinkler systems, fire extinguishers, water detectors, security systems, and other safety equipment can reduce premiums.
- 3. Determine which risks are covered (water, fire, smoke, vandalism, theft, acts of terrorism, etc.). Are "Acts of God" (floods, earthquakes, windstorms, etc.) covered? Most policies will not cover direct earthquake damage, but may cover damage as a result of a quake (e.g., a fire caused by an earthquake). Earthquake insurance is frequently a separate policy. The most frequent cause of damage to collections is water. Therefore, good coverage is vital especially for such perils as pipes bursting and sewers backing up.
- 4. Have the insurer's permission in writing to begin salvage efforts immediately without waiting for a company representative. To do this, answer these questions in advance: What records does the insurer require (e.g., photographs, copy of the registration record)? Does an adjuster need to view the items before they can be removed from the site or before any restoration?
- 5. What is the deductible for: fire, water damage, theft or vandalism, other?
- 6. What is the aggregate, or the total amount the insurance company will pay for a given policy period (typically 12 months)?
- 7. Find out what the requirements and liabilities are for workers helping with a pack-out whether they are staff or volunteers.

Guidelines for Self-Insured

Self-insurance is a funding method to handle any losses by an institution itself, rather than through the purchase of commercial insurance. Many libraries are self-insured; very few museums are large enough to make self-insurance a sound policy. Self-insurance may be *funded* (money is held in reserve as bond for the insurance) or *unfunded* (basically is the same as no insurance as there are no reserve funds).

Guidelines for Fine Arts Insurance

For museum collections, rare book collections, archives, and exhibitions a Fine Arts Insurance policy (otherwise known as an inland marine policy) is most appropriate.

- The policy should be written as a Blanket Limit NOT Scheduled Value Limit. A blanket limit allows for coverage of any and all collections.
 - For permanent collection objects this means that in the event of a claim or loss the fair market value of the damaged object(s) is determined as of the moment of loss or damage by specialist fine arts adjusters. Therefore no prior appraisals are needed, only good records to aid in the appraisal process.
 - For loan objects this means that in the event of a claim or loss the valuation basis to be according to the current Loan Agreement, or lacking a Loan Agreement, the Certificate of Insured.

Webinar 2 of 12

- Webinar 2: PReP™ Side A: Communications
 Schedule Value policies require current schedules, meaning the institution would have to constantly monitor values, updating schedules at all times with the insurance company. Might work if you have 20 paintings, but would obviously be unmanageable for a museum with 20,000 objects.
 - An experienced fine art insurance broker will work with specialist insurance carriers who will NOT require an appraisal to establish values of collections before offering coverage.
 - Fully insuring museum collections of any size or importance is prohibitively expensive. Most museums take the approach of Probable Maximum Loss (PML) in which they consider the concentration of collections values. The PML is large enough to cover the loss if one area, wing, exhibit, structure, etc. of the institution suffers a catastrophic event.
 - Be certain that your policy makes the following statement:
 - "...this policy insures against "ALL RISKS" of direct physical loss or damage from any external cause, except as herein EXCLUDED..."
 - In other words, unless it is listed as specific exclusions under the policy, then it is to be considered covered peril.

A note about commercial property policies

A commercial property policy is appropriate for the institution's building, supplies, machinery. etc., but not adequate coverage for Collections, Loans and Exhibitions. It will not provide the right types of coverage, will have too many exclusions, higher deductibles, and in the event of a claim the institution will have to deal with non-specialist adjusters.

About Claims

- 1. Notify the police if a law may have been broken.
- 2. Notify your collections insurance broker or agent ASAP. Include details regarding time, place of the event, description of the objects damaged, names and addresses of witnesses, shippers.
- 3. Do what is reasonable and necessary to protect the objects from further damage. Keep a record of expenses for consideration of your claim.
- 4. Do not make settlement promises to a lender. Let the adjuster and broker assist you in this.
- 5. The best plan is to review your policy before a claim occurs. Read your policy thoroughly and ask specific questions about it. Your collections insurance broker should review your coverage with you and advise you on plans of action in the event of a claim.

When additional financial assistance is required

Federal Emergency Management Association (FEMA) funds are difficult to get. If you anticipate filing for such funds, file as soon as possible, document everything and take extensive pictures. Contact: FEMA (202-621-FEMA) www.fema.org

Refer to the Heritage Preservation publication, Guide to Navigating Federal Emergency Management Agency and Small Business Administration Disaster Aid for Cultural Institutions. available online at: www.heritagepreservation.org/PDFS/GuidetoNavigatingFEMASBA.pdf

13 Webinar 2 of

WHAT TO SAY TO THE MEDIA

Media coverage of your disaster can be both a good and a bad thing. The press can relay your requests for volunteers, donations, and other needs, but they can also disrupt your response process. The media liaison or public relations officer should handle all media inquiries.

- If a response worker is approached by a reporter, he or she should refer the reporter to PR instead of stopping work to answer questions.
- Speak clearly and calmly; be accurate and don't exaggerate or dramatize facts.
 Try not to be defensive when answering questions, and don't be afraid to say you don't know the answer.
- Reporters will want background information on your institution and its
 collections, so compile it as soon as you can. But be sure not to give away
 information about anonymous donors or invade anyone's privacy.
- If you issue a news release, run it by any officials first.
- Radio and television reporters are on tighter deadlines than print reporters, so return their calls first.

Tips: Interview Dos and Don'ts*

- Don't speculate about the cause of the disaster or whose fault it was, especially if it's still being investigated. Do say your institution is cooperating with the authorities.
- Don't guess about the timeline of response. Do say that your response team is working to return to normal operations.
- Don't talk about the monetary value of items or damages or about your insurance. Do talk about what items are safe or salvageable, especially wellknown ones.
- Don't release names of injured individuals or casualties until you are sure their families have been notified.
- Do say "I don't know" rather than "no comment."
- Do keep your sentences simple.
- Do be consistent with each interviewer—have your facts straight and keep current with the situation so you don't have to correct yourself later.
- Don't speak off the record to anyone.
- Do make requests to the community for volunteers, donations, or whatever you need, and talk about how they will be used to help your institution and the items it cares for.
- Do get a copy of the video or article for your institution's documentation of the emergency.

Webinar 2 of 14

^{*} These general guidelines are adapted from the Heritage Preservation *Field Guide to Emergency Response*.