

The Emergency Response Information Service (ERIS) is a web-based portal developed exclusively by The Communications Workshop, LLC and available to our clients experiencing an emergency where regular post-accident interaction with the news media is necessary. The purpose of the Emergency Response



Information Service (ERIS) is to (1) provide information that the news media would normally expect from a responsible company, (2) put the company in a position to manage that information outflow, (3) take the burden of managing that interaction off of the company staff which has many other responsibilities to attend to, and (4) keep the news media at arm's length.

This would be a separate web page activated and managed by the professionals at The Communications Workshop, LLC. It would contain the company identification but be separate from its own web site. Once the immediate response to the emergency – *thus the need for this service* – has ended, the ERIS web site would be taken down and the URL discarded never to be used again. When another client experiences an emergency and requires the same service, a new URL would be procured.

The design of the ERIS web page is simple, functional, and 100 percent controllable by the company. It contains five basic sections:

- Video window where statements from the CEO can be displayed. The video would be shot, edited, and uploaded by the TCW staff from the company's location;
- Photos supplied by the company;
- Company background information;
- News statement, releases, and media updates; and,
- A contact area where the media could submit questions to the company for response which would be constructed and sent back to the inquiring reporter via email.

Videos and photos would be of high quality and would be royalty free so that the news media could use them on the air or as they choose.

### The Company Objectives

- Behave like a responsible company is expected to behave by the media, public, and others;
- Show compassion, sensitivity, leadership, and responsibility;
- Control the message and manage the process;
- Provide information to fill the information vacuum;
- Keep the "live" media at arm's length.

For more information, contact the Media & Web Development Division of The Communications Workshop, LLC at [info@thecomunicationsworkshop.com](mailto:info@thecomunicationsworkshop.com) or call 410-340-2787.