

UPDATED JUNE 2015

McDONALD'S RESTAURANTS OF HAWAII EMERGENCY INFORMATION GUIDE



DURING A CRISIS...

Stay calm

- Remain calm

Assess the situation

- Take the time to gather the facts

Free from harm

- Ensure the health and well-being of guests and employees

Execute crisis card

- Implement your crisis card and contact the appropriate people

Time management

- Get accurate information to those who need to know quickly

You are in control



COMMUNICATING WITH MEDIA...

- **STAY CALM:** Set the tone for the crew and customers.
- **BE FRIENDLY** and polite.
- **BUY TIME:** Determine what the reporter wants to know, his/her media affiliation, name and contact info.
- **IF ASKED A QUESTION:** Tell the reporter "I am not the appropriate person to answer that question. I will have the appropriate person contact you."
- **GATHER FACTS:** Find out as much as possible about the situation.
- **DON'T SPECULATE** or make comments "off the record."
- **DON'T ASSUME** information from the reporter is accurate.
- **Contact Communications Pacific immediately:**
Nicole Fuertes – 285-2897
Courtney Matsuki – 292-3143

Remember that your restaurant is on private property.

You have the right to:

- Keep media off the property
- Keep media out of the restaurant
- Ask media NOT to interview, video or photograph customers or employees while on property



IN AN EMERGENCY...

- 1. Call 911, If Necessary**
- 2. Gather and Confirm the Facts**
 - a. What happened? When?
Who and/or what product is involved?
 - b. Is anyone ill or injured?
 - c. Are there food safety implications?
 - d. Is the media aware?
- 3. Assess the Situation**
 - a. Is this an isolated incident?
 - b. Who is involved outside of McDonald's?
 - c. Is the restaurant open/closed? Are sales impacted?
 - d. Is this a potential media issue? What actions have you taken?
- 4. Alert Other Resources in Following Order**
 - a. Owner/Operator and Restaurant Management
 - b. Communications Pacific
 - c. Dyanna Okazaki, communications manager



CONTACTS...

*All phone numbers are in the 808 area code unless otherwise noted.

CONTACT	CELLULAR	HOME	OFFICE
Communications Pacific (ph: 521-5391/fax: 690-9172)			
Nicole Fuertes	285-2897	—	543-3551
Courtney Matsuki	292-3143	—	543-3513
Kitty Lagareta	551-5391	200-2267	543-3508
Joy Watari	375-6469	—	543-3573
McDonald's Restaurants of Hawaii (ph: 585-8570/fax: 532-1580)			
Dyanna Okazaki	202-0522	—	585-7145
Louis Cheung	372-1293	247-3130	585-7141
Martin Lau	284-2647	841-2110	585-7152
Jan Sugihara	341-8340	235-2830	585-7133
MVNP (ph: 536-0881/fax: 529-6208)			
Marlene Teramae	551-8651	—	529-6219
Markus Staib	265-5556	—	—
Marisa Wong	352-7379	—	529-6218
Nick Soliven	780-3587	—	529-6220
Golden State Foods (ph: 671-4017/fax: 671-5313)			
Carl Guhl	306-0229	—	670-3135
Amy McAngus	306-5271	685-3591	670-3129