



Tourism Crisis Communications Plan

Updated July, 2025

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I. Introduction

1. Crisis Considerations

There are the unthinkable events: San Francisco earthquake of 1989; Exxon Valdez oil spill in Alaska in 1989; terrorist attacks in New York and Washington DC on 9/11 in 2001; massive tsunami in Southeast Asia in 2004; BP oil spill in the Gulf in 2010; and the Covid-19 pandemic in 2020. All severely restricted tourist activity, and in the case of the pandemic, the tourism and the economic impact brought are still in recovery in 2025.

Tillamook County does have the potential to be affected by severe, although unlikely, events that could have a substantial impact on tourism revenues, as well as the general economy and livability of the area. There are also less severe events that may temporarily disrupt tourist flow. These situations and recommended actions are the core discussion of this report, and drive the Tillamook Coast Visitors Association (TCVA) crisis communication plan.

2. Goals

This crisis plan is intended for use by representatives of TCVA, and is intended as assistance for conveying accurate information to visitors and residents in case of an emergency. *The first 48 hours of an event is most important in establishing credibility for the remainder of the situation.*

The goal of the tourism crisis communication plan is:

- Provide accurate, consistent, complete information
- Provide the public with facts of the emergency
- Address rumors, inaccuracies and misperceptions
- Communicate with the respective public information offices (PIOs) during response and recovery phases
- Communicate with Tillamook County government and community leaders
- Keep surrounding tourism organizations informed of status
- Lessen the negative economic impact that can result from crisis events

3. How this plan was prepared

Crisis plans and risk assessment studies were reviewed from interviews (phone and face-to-face) conducted with representatives of organizations that are routinely involved in planning for crisis events and managing crisis situations, as well as other communities with crisis communication plans. This updated plan (July 2025) is also aligned with new Crisis Communication Plans developed by Lawrence PR on behalf of Travel Oregon and Oregon Coast Visitors Association. Stakeholders contacted include: Tillamook County Economic Development Council (in 2017 when the tourism organization reported to the EDC); Tillamook County Board of County Commissioners (2017), Tillamook County Sheriff's Office (2017); Travel Oregon (2025), Oregon Coast Visitors Association (2025).

4. Working with emergency response organizations

During a severe situation, emergency personnel will not be wondering how tourism is impacted. They will be busy containing and managing the situation, and safeguarding the community. It is during the *recovery phase* (after containment and safety is assured) that emergency personnel can shift their focus to other issues, such as communicating with cities about the event's impact on tourism.

However, tourism representatives can be proactive in managing perceptions and misperceptions, by relaying positive messages to visitors and the community through phone trees, text messaging, the media, social media and online. Social media, particularly those that are community-focused, should be monitored for misinformation, and attempts should be made to correct wrong information.

Note: It is important that members of Board of Directors for TCVA connect to Facebook accounts maintained by the Tillamook Emergency Response agencies: [Tillamook County Emergency Management](#); [Tillamook County Sheriff's Office](#)

5. Considering the possible crisis situations

Emergency situations vary, from the unimaginable to the. *It is important to know that Tillamook County public service and U.S. military organizations have crisis management plans in place and are as prepared as possible for many types of events.*

The following list is an overview of four categories, or tiers, of possible events (for illustrative purposes), ranging from worst-case scenario and extremely urgent (Tier 1) to more likely situations that are less urgent (Tier 4).

Response to events is appropriate for all tiers, ranging from a full communications campaign for Tiers 1 and 2, and travel alerts or social media posts for Tiers 3 and 4.

There will be events that cause great disruption to life, livelihoods and the economy. Tourism can play a significant role in helping the region recover from a disaster by ensuring visitors, when appropriate, that Tillamook County is "open for business," as was done continually throughout 2021 during and after the worst of the Covid-19 pandemic.

6. Assess the Crisis

Gather information, determine the severity, potential impact, and groups affected. Examples of questions the team should consider are:

- What exactly has happened?
- When and how was this crisis known?
- What/who has been harmed?
- What/who is affected?

- What is the potential harm or other negative impact to visitors?
- What actions have been taken so far? What is planned?
- What is being reported in the media and on social media channels?
- What can the region or TO do to assist visitors?
- What do visitors need to know or do?
- What are employees and TO partners expected to do right now?
- Where can people find out more information?

7. Crisis Tiers and Examples (in-line with Travel Oregon and OCVA)

Tier 1: Likely with temporary impact

Causes delays or temporary disruption of aspects of tourism

- Road accident or landslide on highways, causing extensive traffic backups
- Bomb threat to a building or event
- Windstorm or tornado, with power outage, downed trees and building damage
- Seasonal flooding, King Tides

Tier 2: Less likely but urgent

Causes tourism disruption to limited areas

- Red tide, causing shut down of public beaches, fishing and clamming
- e-Coli outbreak, traced to local agriculture (impacting
- Local forest fire or large brush fire
- Roadway overpass or bridge collapse
- Outbreak of food poisoning, or disease (Legionnaires, Tuberculosis. etc)

Tier 3: Unlikely but very urgent

Disruption to tourism - could attract disaster seekers

- Large plane crash, either military or commercial
- Bridge collapse, preventing car and truck arrivals
- Large sinkhole in main area of village causing massive building damage, traffic shut-down; or sinkhole along a major highway that shuts down traffic
- Volcano eruption, heavy ash cloud covers Tillamook County
- Large landslide, shutting down highways – as may happen with Highway 6
- Large forest fire in Tillamook State Forest or Siuslaw National Forest that threatens towns, requires large scale evacuations
- Mass shooting or hostage situation in tourist-heavy area
- Large-scale cyberattack

Tier 4: Very unlikely but extremely urgent

Major regional disruption, long-term impact to tourism

- Major earthquake with possible tsunami aftermath, severe damage to transportation infrastructure, buildings, massive power outages, death toll
- Terrorist attack in county, likely target is naval air station, or major terrorist or wartime attack in Portland region

- Massive toxic spill such as what occurred with the Exxon Valdez or BP oil spills, spoiling miles of coastline and damage to fisheries and aqua-farming
- Large-scale pandemic, such as occurred in 2020 with the Covid-19 virus

Note: *If a military event takes place*, the US Coast Guard sets up a secure perimeter around the base or event area, restricting access. Communications with the Public Information Officer may be limited during the height of the crisis.

II. Tourism Communications Crisis Action Plan

1. When an Event Occurs: Checklists for action

The Tourism organization is responsible for providing timely and accurate information to the tourism public. The **four major steps of action** to take when an emergency or event occurs that could disrupt tourism:

Step 1. Obtain factual information of the event

- Contact the Public Information Officer (PIO) of the appropriate emergency response organization (*Appendix 1: emergency contact information list*).
- Ask (PIO) or appropriate leadership person for advice for tourism: should tourists leave coast, avoid areas or streets, etc.

Note: Be aware that at the height of the emergency response, *PIOs from emergency organizations will not be contacting you*, nor will tourism be top of mind for them. In addition, the PIOs of the agencies will have already informed mayors, commissioners and law enforcement. In case of severe emergencies, such as Tier 1 and Tier 2 events, Mayors and Commissioners will likely already have direct communication with contacts and won't need the Tourism organization to do message filtering. In fact, Tourism officials may likely get critical information **from them**, at least in the hours of the height of the event. Depending on the crisis event, decide which organization can quickly and effectively communicate with you.

Consider: Tourism officials may be asked to the command station to assist in crisis communication. Ask to be trained for such an event, or take part in emergency drills, such as those conducted by the Fire/EMS stations throughout the Oregon Coast.

Step 2. Determine action plan and create messaging

- Report nature/cause and duration of the disaster or event to Tillamook Coast Tourism committee members
- Decide if situation warrants activating the tourism crisis communications plan (*Appendix 2: Action plan template*)
- Develop key messaging that supports event conditions
- Develop advisory to tourism/tourists (evacuation, limitations or normal) Write press release (*Appendix 4*)
- Establish phone numbers and email addresses that can work in an emergency
- Relay messaging to Step 2 contacts.

Note: Chamber directors and mayors relay information to their respective member, residents and businesses.

Note: Land lines may be down, cell towers not working, or Wi-Fi/broadband systems not accessible. Emergency organization, including volunteer corps, may have radio frequency units, RACES or ham radio systems. Volunteer radio operators from RACES will be helpful if phone systems are not working.

Step 3. Share information of event and key messaging with Step 3 contacts, state and regional tourism offices

- Ask tourism offices not to speculate on the event
- Share press release or media alerts
- Notify them of any changes to tourism status

Step 4. Publish messaging, alert media

- Update website
 - Add information as facts are presented
 - Temporarily disable access to information that may be inappropriate in an emergency
- Post to social media channels
 - Announce a schedule and keep to it, even if you are announcing “nothing new”
- Inform media contacts: see list of local, regional or national media
- Keep Communication Log Sheet to record media interaction (*Appendix 5*)

2. Crisis Communications Contact Tree and Contact Action Plan

While the media can be a fast and efficient means of disseminating information and messages, it is not a substitute for communicating directly with key audiences. There are local radio stations, such as KTIL, but they will be unlikely sources for emergency information. The following tools of communications should also be considered:

- Central contact point for media
- Media releases
- Media conferences
- Media interviews
- Fact sheets
- Update bulletins
- Local visitor radio
- Telephone calls
- Conference calls
- Social media – community pages
- Website updates
- Text message broadcast
- Video/images (create or coordinate)
- Ham radio operators
- Emergency Volunteer Corp of Nehalem Bay
- South Tillamook County Emergency Volunteer Corp

Action Tip! Collect cell phone numbers of key personnel

While main contact information is collected in Appendix 1: Emergency Contact Information, it is recommended that a member of the Tourism Information Center *collect cell phone numbers of key emergency personnel and media representatives in order to communicate through text messaging when appropriate.*

3. Guidelines for Spokespersons

- from Visit Seattle Crisis Communications Plan

- **DO NOT SPECULATE.** Always stick to the facts. A more in-depth investigation is required to determine cause.
- **Focus on two or three key messages to communicate and repeat them during the interview.** Keep answers short and to the point. TV reporters want "sound bites" of no more than 10 to 15 seconds. Try to bridge to your key messages throughout the interview.
- **Use a technical expert.** There is no substitute for knowledge. If the questions are outside your area of expertise, find an appropriate technical spokesperson within the company.
- **Speak in simple, common terms.** Avoid jargon and acronyms.
- **Remain calm.** Do not be intimidated into answering questions prematurely. You may tell a reporter that you need to clarify an important matter before you can answer questions.
- **Do not use negative language.** Do not let reporters put words in your mouth.
- **Consider human safety first.** When human safety or other serious concerns are involved, deal with those considerations first. You can admit concern without admitting culpability.

- **Do not answer questions you do not understand.** Ask for clarification. Occasionally, this can be used to buy time to think.
- **Ignore cameras and microphones.** Face the reporter. Don't look away or up at the sky. During videotaped interviews, it's alright to stop your statement and start over.
- **Make only "on the record" statements.** There are no "off the record statements."
- **Avoid saying, "No comment."** If you don't know an answer, say so, then bridge to your messages.

4. Handling Incoming Media

- per Jack Penland, media expert, Freeland, WA

When any big story breaks, there's likely to be news media coming to Tillamook County and/or the north coast. Media personnel may be unfamiliar with the area and unprepared for the assignment. Reporters and photographers, who one moment were working on one story (or not working at all), are shifted to this new breaking story and will head for the county with little to no information about what is going on.

The Portland media have a sense of the region, even if many reporters have never been to Tillamook County. They'll likely have gear appropriate to the weather or emergency conditions. However, media from other cities or states will likely be under-prepared with regard to the facts of the situation and perhaps on a personal basis.

Tourism and other emergency organizations may see media issues as "not our problem," but each of these are points of chaos that will become important during the recovery phase. The point is to not make enemies during the crisis, because tourism will need those same people during the recovery.

Keep in mind that these are the same people likely to be sent back for six-month and one-year follow-up stories, particularly in the case of **Tier 4** emergencies.

- Set up a media location/staging area that *they feel* makes sense.
 - If it doesn't feel right, they'll just ignore your location, and perhaps end up interfering with emergency operations
 - TV, which drives this issue, wants something "visual" or at least makes sense. For example, where near Tillamook Adventist Hospital would you park 10 TV live trucks?
 - It's likely that any staging area will still be some distance from any actual emergency activity and reporters and photographers are going to want to get closer to view and record the damage and activity and interview people themselves.

- If certain areas are off limits to the media, make sure they know what those locations are, why they are off limits (too dangerous, active investigation, etc.)
- Note:** *Keep in mind the media can go wherever the general public can go.* Don't make the mistake of telling the media they must stay at a staging area when general public "looky-loos" are wandering around. Make it a priority to let some or all of the media in at the earliest appropriate moment and make sure those waiting to go in know that officials are aware of the need to let "the public know" ASAP
- How will they get power - generators?
 - What would those generators at 2 am do to the neighborhood (remember, 2 am here is during the East Coast morning news shows)
- Where will they eat?
 - Food truck or local caterer
- Where can they take care of the "necessities" while in the staging area
 - Porta-potties, drinking water
- Where will they stay?
 - On one hand, an emergency is a dent to tourism. On the other hand, lodging and restaurants might see a boost in business from emergency personnel and the media.
- How will the trucks get replacement fuel?
 - Arrange for a fuel truck (the drivers have credit cards), which makes for an orderly refueling process and builds communication bridges.
- Establish helicopter procedures through the FAA.
 - Weather permitting, stations may send their news helicopters over scenes, or may even try to land a crew near a significant emergency. The FAA has in place regulations regarding how low helicopters can go (when not landing and taking off) and can modify those regulations around certain areas, creating "no-fly zones" at certain distances and altitudes from a scene.

Consider: *Don't play favorites with the media.* Don't favor national over local (or vice-versa) or TV over print or radio. If only a few reporters can go in "first." Announce that this will be done on a "pool" basis. It is best for the media to decide among themselves who will be the "pool people."

Action Tip! Video Drones

Media may use *video drone(s) to fly over the active scenes*. Regulations about drones must be adhered to; reach out to experts about how to manage their presence.

Note: In Tillamook County, drone operations are primarily governed by [Federal Aviation Administration \(FAA\) regulations](#) and [Oregon state laws](#), with some local considerations. Recreational drone users should avoid flying over private property, especially near sensitive areas like backyards. Operators should also be mindful of wildlife, particularly

during nesting seasons, and avoid disturbing animals. There are also specific rules about drone use in [Oregon State Parks](#) and [Oregon Department of Fish and Wildlife areas](#)

5. After the Emergency

While the days immediately following a major crisis event are more of a “reactive” situation, afterward the situation becomes more “proactive.” This is when tourism spokespersons need to think like the media.

Come up with ideas that show the affected area getting back to normal, the unaffected area thriving, and generally offering a positive view of the area. *This will encourage visitors to return, helping increase economic recovery.* One of the staples of post-emergency reporting is following up at regular intervals. Typical intervals are:

- 1 week
- 1 month
- 3 months
- 6 months
- 1 year
- 2 year (major event - 2011 Tsunami in Japan is an example)
- 5 year (major event - Major terrorist attacks are examples)
- Holidays (For example, visitors might anticipate follow-ups to an emergency situation that occurred on a holiday, such as a one-year anniversary report.)

Members of the media will initially want to go back to the people who were first interviewed because they have file video of that individual during the original emergency and will likely have direct contact with those people. However, the media will be open to stories of “signs of progress” if those stories are compelling.

Action Tip! Be ready with good news

Prepare 30 to 60 days prior to the likely anniversary by drawing up and offering to the media several compelling “good news” ideas they might wish to pursue. Travel magazines, since they operate on a longer range, will need ideas sooner. Keep in mind that all media is strapped for time and people, and anything we can do to make their job easier, such as identifying people willing to talk, images and video they can use and so forth, will help them consider the “good news” story favorably.

III. Appendices

Appendix 1: Emergency Information Contacts

Tourism Contacts		
Tillamook Coast Visitors Association	Nan Devlin, Executive Director	Nan: 503-842-2672 Ext. 1 971-235-9785 cell nan@tillamookcoast.com
	Nicole Steen, Director, Communications (if onsite)	Nicole: 503 842-2672 Ext. 4 nicole@tillamookcoast.com
OCVA	Marcus Hinz, Director	director@thepeoplescoast.com
Travel Oregon	Julia Amato, Communications	juliaa@traveloregon.com
STEP 1 CONTACTS		
Tillamook County and Local Area Emergency		
Tillamook County Dept. of Emergency Management	Randy Thorpe, Director	503-842-3412
Tillamook County Public Works	Chris Laity, Director	503-842-3419
Nehalem Valley Fire and Rescue	Frank Knight, Fire Chief	503-368-7590 After hours: 503-815-1911
Rockaway Beach Fire and Rescue	Todd Hesse, Fire Chief	503-374-1752 thesse@corb.us
Garibaldi Fire Department	Blake Paulsen, Interim Fire Chief	503-322-3635 blake.paulsen@garibaldi.gov
Bay City Fire Department	Alan Christensen, Fire Chief	503-377-0233
Tillamook Fire District	Rick Adams, Fire Chief	503-842-7587
Netarts Oceanside Fire District	Jeff McBrayer, Fire Chief	503-842-5900
Nestucca Rural Fire District	James Oeder, Fire Chief	503-392-3313 joeder@nrfpd.com
Area Hospitals		
Adventist Hospital, Tillamook	1000 Third Street, Tillamook	503-842-4444
Providence Hospital, Seaside	725 S Wahanna Rd, Seaside	503-717-7000
Columbia Memorial Hospital, Astoria	2111 Exchange St, Astoria	503-325-4321
Tillamook County and City Law Enforcement		
Tillamook County Sheriff	Josh Brown, Sheriff	503-842-2561
Manzanita Police Dept.	Erik Harth, Chief of Police	503-368-7229 eharth@ci.manzanita.or.us
Tillamook Police Dept.	Nick Troxel, Chief of Police	503-842-2522

STEP 2 CONTACTS

Tillamook County Transportation District

NW Connector, The Wave	Brian Vitulli, Director	503-815-8283
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City Administration throughout Tillamook County

Manzanita	Kathryn Stock, Mayor Leila Aman, City Manager	kstock@ci.manzanita.or.us laman@ci.manzanita.or.us
Nehalem	Phil Chick, Mayor Lori Longfellow, City Manager	503-368-5627 llongfellow@nehalem.gov
Wheeler	Denise Donahue, Mayor Madi Chesnut, City Manager	(702-429-9952 503-368-5767
Rockaway Beach	Charles McNeilly, Mayor Luke Shepherd, City Manager	cmcneilly@corb.us citymanager@corb.us
Garibaldi	Katie Findling, Mayor Jake Boone, City Manager	katie.findling@garibaldi.gov citymanager@garibaldi.gov
Bay City	Liane Welch, Mayor David McCall, City Manager	lwelch@ci.bay-city.or.us dmccall@ci.bay-city.or.us
Tillamook	Aaron Burris, Mayor Sean Lewis, City Manager	503-842-2472 503-842-2472

Chambers of Commerce

Rockaway Beach	Kristine Hayes, Director	503-355-8108
Tillamook	Justin Aufdermauer, Director	justin@tillamookchamber.org
Pacific City-Nestucca Valley	Glenn Gillas, President	manager@pcnvchamber.org

State Agencies

Oregon Governor's Office	Governor Tina Kotek	503-378-4582
Office of Emergency Management, Salem	Erin McMahon, Director	503-378-3933 erin.mcmahon@oem.oregon.gov
Oregon Dept. of Transportation	Kris Strickler, Director	1-888-275-6368
Oregon State Parks and Recreation	Lisa Sumption, Director Jason Elkins, Tillamook County Ben Cox, parks manager	503-986-0707 (state office) jason.elkins@oregon.gov 503.812.0650, ext 23
Oregon Department of Agriculture	Lisa Charpilloz Hanson, Director	503-986-4552
Oregon Health Authority	Dr. Sejal Hathi	503-947-2340 OHA.DirectorsOffice@oha.oregon.gov

Federal Agencies (Local base and info)

U.S. Coast Guard Station Tillamook - Garibaldi	Public Affairs Office	503-322-3531
NOAA (public information announcements)	SDM@noaa.gov	https://graphical.weather.gov/sectors/oregon.php

Media Contacts		
KTIL - Tillamook	Radio	Shaena Peterson, shaena@tillamookradio.com
Headlight Herald –	Newspaper/online	Will Chappell, Editor headlighteditor@countrymedia.net
Pacific City Sun	Newspaper	Tim Hirsch, Publisher tim@pacificcitysun.com
Tillamook County Pioneer	Online news	Laura Swanson, Editor laura@nehalem.tel.net
Daily Astorian - newspaper	Newspaper	Jeanne Huff, editor jeanne.huff@dailyastorian.com
OPB	Radio/TV	opbnews@opb.org
KOIN (CBS)	TV	news@koin.com
KATU (ABC)	TV	503-231-4222
KPTV	TV	503-906-1249
KGW (NBC)	TV	503-226-5000 or newsdesk@kgw.com
Oregonian/ Oregonlive.com	Newspaper/Online	newsroom@oregonian.com
Willamette Week	Newspaper/online	503-243-2122 or newstips@wwweek.com
Salem Statesman Journal	Newspaper/online	Zach Urness, Outdoor Journalist zurness@salem.gannett.com

Appendix 2: Action Plan Template

**Adapted from a University of Washington Crisis Communications Plan*

1. Assessment					
What is the crisis situation? What are the facts surrounding it? Do you need to evacuate staff?					
<ul style="list-style-type: none"> • Transportation <ul style="list-style-type: none"> o Is transportation restricted? Where and what alternatives or detours exist? • Utilities <ul style="list-style-type: none"> o Are electricity, water, fuel, gas and other utilities functioning and available? • Personal safety <ul style="list-style-type: none"> o How will a tourist's personal safety be compromised if they visit? • Access to services <ul style="list-style-type: none"> o Can a tourist still access goods and services such as accommodations, restaurants, etc.? • Access to attractions <ul style="list-style-type: none"> o Can tourists still access attractions? • Communications <ul style="list-style-type: none"> o Can a tourist use a cell phone, land line or internet? • What's the short and long term prognosis? <ul style="list-style-type: none"> o When will things return to normal? 					
2. Establish a Crisis Task Force, including a Spokesperson, and Create a Crisis Communications Tree					
	Name	Title	Cell/Text	E-Mail	
Spokesperson:					
Public Information Officer 1 (External):					
Public Information Officer 2 (External):					
Web Content Writer:					
Email / Press release Writer:					
3. Craft Crisis Communications Objectives and Key Messages					
Identify the key points that you need to communicate pertaining to the crisis: What happened? How will Island County Tourism respond? What are the key messages that we need to communicate?					
<ul style="list-style-type: none"> • Objectives: <ul style="list-style-type: none"> o Protect tourist and resident's personal safety o Minimize disruption to tourism related businesses • Key Messages: <ul style="list-style-type: none"> o Emergency management personnel have the situation under control o By following personal safety recommendations from emergency management, tourists can still come o Accommodations, restaurants, attractions and retail stores remain open o Access to popular tourist locations remain open • Q and A about the crisis for internal circulation: 					
4. Notify Key Constituencies (Internal and External)					
Name:	Organization	Title	Phone	Email	Date notified/method
5. Alert the Media					
Communication Tool	Date of Tool Use	Contact Details of Media Distribution			
Email blasts					
Fact sheets/B-roll/video					
Press briefings					
Web postings					
Interviews					
Social media posts					

Appendix 3: Travel Alert/Position Statement Samples

Statement from Tillamook Coast Visitors Association

DAY, DATE, YEAR

TIME

Following the 8.2 magnitude earthquake off the Oregon coast, much of the coastal region is under a tsunami advisory with recommendation for some residents to evacuate low-lying areas Tillamook County. The National Weather Service expected the biggest waves near PLACE. The highest waves are expected Friday morning; however, initial reports indicate that waves in the PLACE are not significantly different from usual.

Tillamook Coast Visitors Association maintains regular and up-to-date communication with all emergency management services and operations throughout the region, and is committed to monitoring and reporting any all emergency events or possible events to visitors to Tillamook County.

(This may not be possible to send if power/cell service is down of course).

Appendix 4: Press Release Template

For Immediate Release

Month, Day, Year [date sent]

Media Contact:

[should be whoever will receive media calls at this time]

<EVENT> Hits Tillamook County

Casualties reported, highways damaged, tourists evacuated by XXXX

Tillamook County, OR - The aftermath of the most powerful earthquake to jolt the Pacific Northwest in more than 50 years has left the region shaken but relatively unfazed. Miraculously, there were few serious injuries and relatively minor infrastructure damage given the magnitude of the quake, estimated at 8.2 on the Richter scale. Because the event epicenter was deep below the earth's surface near PLACE, the Portland area was buffered from the worst of what might have occurred.

"While there have been some temporary inconveniences for travelers, they are minor and expected to be fully returned to normal in a matter of days," said NAME, TITLE. "Little damage was sustained at area hotels and tourism infrastructure is fully operational. Very few visitor-oriented businesses, such as restaurants, stores and attractions, suffered any long-term impacts," said NAME

Visitors planning an upcoming trip or attending a meeting in the coming weeks should expect things to be surprisingly normal. For more information, please visit the website at www.tillamookcoast.com

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Appendix 5: Log Sheet Template

Communications LOG SHEET

Priority: _____ Date: _____ Time: _____

CALL RECEIVED FROM:	
Name:	
Office:	
Cell:	
Fax:	
Organization:	
Location:	

MESSAGE:

Call back by: _____ Date: _____ Time: _____

NOTES:

6. Case Study: Covid-19 Pandemic: 2020-2021

Timeline and Action Steps Taken by Tillamook Coast Visitors Association

January 15, 2020: Reports of a fast-spreading virus at nursing homes in Washington State were reported in the news. Sensing a looming serious situation, the executive director of TCVA stopped all visitor promotions, and created an action plan.

February, 2020: News of the virus, now identified as Covid-19, shows it is fast-spreading and deaths are occurring. Federal and state health agencies issue frequent warnings and suggestions for limiting contact.

March 13, 2020 Tillamook County schools (K-12) announce entire school closures effective March 16 – April 28, 2020 from the direction of Oregon Governor Kate Brown.

March 20, 2020 Governor Kate Brown urged Oregonians to stay at home, and observe social distancing practices. Coincidentally, that was the kick-off to Spring Break for many schools (local, regional and statewide). The Tillamook Coast saw a huge influx of 'day trippers' over the weekend, depleting an already short supply of consumer resources.

March 21, 2020 Some local businesses have public safety concerns with the large influx of visitors, and begin willfully shutting down restaurants and lodging. Some are offering takeout & delivery, some are shutting down.

March 22, 2020 Tillamook County commissioners passed a resolution (R-20-006) to do the following as of noon Monday March 23, until April 28, 2020:

- close all short-term lodging/RV properties except for long-term guests (30 days or more) and essential and emergency personnel;
- close public boat launches to recreational fishing;
- close county, state and federal parks and campgrounds;
- close all beach access parking lots.

March 23, 2020 Oregon Governor Kate Brown issued a statewide Shelter in Place Mandate. The governor instructed people to stay home except when traveling for essential work, buying food and similar critical supplies or returning to their own homes. Recreational travel is now forbidden by law. Those who defy the order can be charged with endangering public health, a Class C misdemeanor, and jailed up to 30 days or fined \$1,250. The order shuts down all gathering spots where people cannot consistently keep their distance from one another. On the Tillamook Coast this has a huge impact on hospitality industry.

April, 2020 Tillamook County Commissioners close all lodging properties through second week of June, 2020 for a total of 10 weeks. Restaurants remain closed except for those doing take-out. Museums are closed, festivals cancelled. Businesses that are able to do so begin work-at-home schedules. Hospitality businesses furlough or terminate employees.

May, 2020. TCVA shares messaging toolkit in preparation for “stay six feet apart” in public places once opened. Distributes hand sanitizer, masks and other needs to places where people will gather, such as at small grocery stores, ports, public offices, and tourism businesses that choose to open. Prepares visitor messaging through social media and press releases about ways to stay safe while in public. Grant McComie of Grant’s Getaways filmed three short videos for messaging – “Stay Home. Stay Safe.”

June, 2020. Many people, both visitors and locals, resist wearing masks in public, believe the pandemic is a hoax, despite rising death rates. Reports find locals are angry that visitors are at the coast, and are verbally abusive to visitors as well as tourism businesses owners.

July 2020. County commissioners slash TCVA’s budget to \$450,000, not enough to sustain personnel and projects. However, forgivable PPP loans are made available, as are childcare credit benefits, allowing TCVA to keep three staff members employed. Tillamook Creamery offers \$100,000 match to the annual TCVA Marketing grant, for a total fund of \$200,000. Grants were awarded to 16 businesses, which were required to collaborate with other businesses. This helped a total of 90 businesses weather the pandemic storm. TCVA applied for Travel Oregon grants to help continue projects.

December 2020. Lodging and short-term rental occupancy soars, making up for the nearly 3 months of closure, with lodging revenues and TLT on par with 2019. With work-at-home schedules and ongoing school closures, families took advantage of extended stays at the coast.

February, 2021. As vaccines become available, many resist getting vaccinated. A second pandemic surge resulted in at least 40 people dying in Tillamook County.

12” Clings and 3’x2’ poster designs shown on next page.



12" clings made for floor use – many in still in use in 2025



3' x 2' poster