



OVERVIEW

CHALLENGE

Evaluate the emergency response capabilities of 20th Century Fox Studios in case a potentially catastrophic emergency hits. The goal: establish an emergency plan to avert loss of life, minimize property damage, and restore the studio's operation with minimal downtime.

SOLUTION

A full-scale exercise was conducted to test the emergency management plan, procedures and equipment, and coordinate Fox Studios' response and recovery effort with the local fire department and other key officials.

BENEFITS

The simulated exercise met preparedness and response objectives, refined the coordination of Fox staff working with outside resources, and provided "lessons learned" for an improvement plan.

EMERGENCY MANAGEMENT "EXERCISE" AT FOX STUDIOS MIMICS REAL-LIFE DRAMA

OVER 80 PEOPLE PARTICIPATED

In the fantasy world of Hollywood disaster films, creating special effects scenes with bloodied victims and damaged buildings is business as usual. So when 20th Century Fox wanted to test the readiness of its emergency preparedness plan, one would expect a fairly realistic mock disaster scenario.

The studio, which produced such blockbuster disaster flicks as *The Day After Tomorrow* and *Volcano*, got everything it asked for when Lee Goldstein, now president of Business Continuity Group (BCG), developed a full-scale, interactive "exercise" to evaluate and improve the company's disaster/recovery plan.

"The realism of the simulation was impressive. It gave everyone participating a true sense of what a major disaster would look like, and how people need to respond and work together."

– James Tilton, Assistant Director of Studio Security, Fox Studio Operations

Buildings had collapsed and bloodied bodies were strewn everywhere. Even Fox News aired a mock news report about the 6.5 earthquake that had just shook the Fox Studios campus. "Of course it was all an exercise and no one was hurt," recalls Goldstein. "But it gave over 80 people participating in the simulation a chance to experience how the equipment, facilities and people need to work together during the real thing."



BCG ADDRESSES FOX'S PREPAREDNESS NEEDS

Like most businesses today, Fox wanted to make sure its emergency management plan was ready to respond swiftly and effectively in the event of a disaster. The huge Century City studio had an existing response plan in place, designed by Goldstein. But it wanted to test the plan and streamline procedures for mitigation, preparedness, response and recovery.

"Today, BCG is among the leaders in emergency management planning and simulations," says James Tilton, Assistant Director of Studio Security, Fox Studio Operations. "They work with everyone from Homeland Security and the State of California's Governor's Office Emergency Services to international disaster recovery organizations specializing in terrorism. They're top notch in planning for every kind of disaster."

RESPONSE TO 'WHAT IF' SCENARIO

Goldstein's full-scale, interactive simulation tested multiple parts of Fox Studios' disaster recovery plans and resources. The 'what-if' scenario involved the devastation resulting from powerful aftershocks of a 6.5 magnitude earthquake on the Fox campus.

In response to this mock event, employee Emergency Response Teams responded to a partially collapsed building with multiple casualties, and then conducted search and rescue operations. Floor wardens conducted a campus evacuation, coordinating their activities with the Fox Emergency Operations Center. A treatment area was even set up to deal with the casualties. The Los Angeles Fire Department supported the operation by 'rescuing' an injured employee trapped in a location beyond the employee Emergency Response Team's capability.

"It was all part of a very realistic simulation across Fox – using internal staff and external resources like the LAFD," Goldstein says. "With the Fox EOC staff, we helped to coordinate activities, review procedures, check road status, assess buildings, and set up triage areas and coordinate search and rescue teams."

The entire exercise was held in conjunction with an earthquake exercise being performed by the Los Angeles County, Office of Emergency Management.

REAL BENEFITS IN THE FUTURE

At the conclusion of the exercise, each of the participating groups was given an opportunity to review and comment on the exercise. Deemed a complete success by facilitators and participants, the exercise gave the Fox staff an opportunity to work together, under stressful conditions that mirrored a real disaster.

Over the following months, Fox's emergency preparedness and recovery plans were updated and revised based on lessons learned from the exercise. "Thanks to BCG's very detailed and extensive simulation, we know we have the right training and plans in place to handle the worse-case scenario," says Tilton. "That's important for any business today, whether they're located on a fault line, big city or anywhere else."

BCG – ONESTOP CRISIS MANAGEMENT

Business Contingency Group is one of the nation's leading hazard mitigation, preparedness, response and recovery organizations. With its OneStop approach to crisis management, BCG can deliver a full range of end-to-end solutions, consulting services and software products to communities, businesses and EOCs throughout North America and around the globe.

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