

**When a member company found itself in need of communications support following molten sulphur incidents, it approached The Sulphur Institute (TSI). TSI worked closely with this member company, providing technical, practical, and accurate sulphur related information within a 48 hour period.**

### Assessment

- Determined accurate technical and practical sulphur information needed. Established time-frame and assigned production tasks.

### Development

- Created presentation slides and gathered additional materials. Provided technical information on sulphur properties relevant to the incident.

### Distribution

- Member representative presented slides and video to local government. Directed audience to TSI's "advantaged element" campaign for additional information.

### Value to Member

- TSI's swift production of accurate materials assisted a member company in responding to inquiries from the public.
- Resources available on TSI's public website continue to support a positive image of sulphur.

### Value to Industry

- Providing accurate sulphur information protects industry from unwarranted scrutiny.
- Facilitating communication between industry and neighboring communities assists in maintaining positive relations and protects industry's ability to conduct business.