Keep Calm and Have a Plan
Agenda

- What is a crisis communication plan?
- What goes into the plan?
- Communication tips
- Recent updates
- Future updates
What is a crisis communication plan?

- A tool to help prepare your organization for all communication needed in a crisis.

- Strictly communication; not for safety procedures

- Should be a resource and include information you won’t have to look up during an event.

- A good way to find and fill your communication gaps

- Should take into account everyone that needs information in a crisis.
What goes into a crisis communication plan?

- Crisis Management Team
- Spokesperson
- Communication Tree
- Responsibilities
- Resources
- Sample Messages
- Sample Press Release
**Crisis Management Team:** In the event of a crisis, these people are responsible for deciding the category of the crisis, and then ensuring responsible parties know their communication duties.

<table>
<thead>
<tr>
<th>Team:</th>
<th>Spokesperson:</th>
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<tbody>
<tr>
<td>Roger Fingland</td>
<td><strong>Spokesperson:</strong> Dr. Roger Fingland will be the designated spokesperson for the CVM. If unavailable, Dean Richardson or Dr. Frank Blecha will serve as back-up.</td>
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<tr>
<td><em>Executive Associate Dean</em></td>
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<td>Office: cell: home:</td>
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<tr>
<td>Ralph Richardson</td>
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<td><em>Dean, College of Veterinary Medicine</em></td>
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<td>Office: cell: home:</td>
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<td>Shirley Arck</td>
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<td><em>Administrator, Veterinary Health Center</em></td>
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<td>Office: cell: home:</td>
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<td>Frank Blecha</td>
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<td><em>Associate Dean for Research</em></td>
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<td>Office: cell: home:</td>
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Communication Tree

- If the public or press may inquire about an event, notify the Division of Communications and Marketing. During a crisis, this division will collaborate with the College of Veterinary Medicine; however, the Vice President of Communications will be in charge of the communication message.
Responsibilities and Resources

Division of Communications and Marketing (Dole Hall)

- **Answering Phones**
  - *Will handle all incoming phone calls. For questions you cannot answer, take note of request and pass along to external communications coordinator who will then handle request.*

- **Internal Communications Coordination**
  - *In charge of keeping all communicators and administrators on the campuses updated. Also coordinate with the web team and social media to relay online messages.*

- **External Communications Coordination**
  - *In charge of relaying information to media and sources outside of the university. Also responsible for writing press releases and keeping a timeline of events.*

- **Social Media Manager**
  - **Social Media Specialist**
    - *Follow social media and relay hot topics to internal and external communicators. Also handle messages released on social media.*
Responsibilities and Resources

Dispatch

- Relay information between dispatch/police and Division of Communications and Marketing Department.

On Location

- There may be multiple locations. Location spots will be decided based on emergency and individual jobs can be decided at the location.

Assistant Vice President

- Director for New/Editorial

Editor

News Production Specialist
Other Responsibilities

- Research & K-State Today Special Alerts
  - Conduct research, as needed, based on incident. Relay that information to communications team. Also responsible for sending out special alert, if necessary.

- Agency Contact
  - Serve as main contact person between the division and other state/national agencies such as KDA and USDA.

- Alerts page
  - Update and add content to university alerts page.
## Sample Messages and Press Release

### General Message
- *This message can be used by receptionists and other offices that get calls from people with questions.*

- *(Briefly state the situation.)* For example, there was a fire in the west wing of Mosier Hall or the diagnostic laboratory has identified a case of foot and mouth disease. The hospital is currently quarantined (or closed) to protect the staff, animals and community. I can assure you that the animals are continuing to receive quality care. If you have any other questions, you can go to *(official source to be decided based upon crisis.)*

- If asked more questions:
  - I’m sorry, but that’s all the information I have. Our official channel for question is....

### Sample Press Release
- Explain the situation.
- Explain the procedures put into place.
- Tell what other agencies are involved
- Explain who or what the disease may effect.
- Describe the disease and symptoms.
- Direct the audience somewhere for more information.
Communication tips

- Always respond to media requests immediately
  - You can take more time to give answer

- Your organization should have one message

- Be transparent

- Show empathy

- Do NOT say “No Comment”

- Honestly answer your question; if you don’t know say you don’t know or that is not your area, but get them an answer.
Communication tips contd.

- Bridge/block uncomfortable questions (including examples)
  - Bridging the 2 positive themes to the rest of the story
  - “John, what’s really important here”…
  - “But Mary, when you look at the whole story”…

- Give them something to do

- Nothing is off the record

- Short responses

- Do not repeat the negative

- Provide timely updates and tell when those will be coming

- Practice answering questions (especially tough ones)
Recent updates

- College of Veterinary Medicine Crisis Communication Plan
- Redesigning the University Crisis Communication Plan
- K-State special alerts
- K-State Today public safety news release
- Coordination between agencies
- Emergency exercises
- Improved New Student Orientation handouts
- A proactive approach to crisis
Future Updates

- Opt out with RAVE Alerts
- Emergency website
- Potential campus safety newsletter
- Mobile Safety App
- Phone bank
- A.L.i.C.E training