

SPECIFIC EMERGENCY PROCEDURES

CAMPUS MEDIA RELATIONS

CALL THE OFFICE OF PUBLIC RELATIONS (EXT. 5331)

IF YOU NEED ASSISTANCE

- ON CAMPUS EMERGENCIES DIAL EXT. 5171
- OFF CAMPUS EMERGENCIES DIAL 963-5171

The University has two basic guidelines to observe in crisis situations:

1. Only authorized spokespersons (University Public Relations Director) may provide information.
2. Only factual information is released; no speculation is to be offered.

OTHER GUIDELINES:

1. All executive and supervisory personnel are notified to report emergencies to the President and to the spokesperson. They should also be reminded not to speak to outsiders, especially to the media on behalf of the University.
2. The President and other top administrators and the Public Relations Director are informed immediately of existing emergencies. Complete details are made available to them, including what the incident is, how it began, who is involved, what is happening now, and what help has been called for.
3. The President and the University Public Relations Director and any other person involved shall confer and decide on the appropriate action.
4. All calls from the media are referred to the Office of Public Relations at ext. 5331.