

CRISIS

COMMUNICATION PLAN

RESPONDING TO CRISIS

An employee should...

- always take necessary precautions to prioritize their own personal safety
- immediately call 911 if the situation constitutes an emergency
- contact their supervisor once it is safe

The supervisor should...

contact the following:

- Emergency Management System Director
- UK Police
- Dean or Associate Dean for Administration
(who will then notify the appropriate university official)
- UK Public Relations or Ag Communications
- Other Associate Deans as appropriate

The situation will be evaluated to determine if a crisis response is warranted. An incident may require the activation of the university's Emergency Operations Center (EOC).

CRISIS RESPONSE TEAM (CRT):

Dean

Nancy Cox

Ag Comm Director

Derrick Meads

Ag Comm Crisis Communications Team

Chris Carney
Grace Sowards

College Emergency Management System Director

Andrea Higdon

Subject Matter Expert

Other Support Personnel
as needed

EMERGENCY CONTACTS

Position	Name	Office #	After Hours #
Dean	Nancy Cox	859-257-4772	859-230-7759
Assoc. Dean Research	Jamie Matthews	859-257-3333	859-613-1769
Assoc. Dean Extension	Laura Stephenson	859-257-4302	859-771-5104
Assoc. Dean Academics	Carmen Agouridis	859-257-7203	859-533-4373
Assoc. Dean Administration	Orlando Chambers	859-218-4974	859-358-5949
Assoc. Dean Faculty Resources	Brian Lee	859-218-7991	859-260-1612
Chief of Staff	Tim West	859-257-3879	859-797-5857
Ag Communications Dir.	Derrick Meads	859-323-4761	502-208-2044
UK Public Relations	Jay Blanton	859-257-6055	859-699-0041
Emergency Management Dir.	Andrea Higdon	859-257-7868	859-619-2386

1 INITIAL STEPS

After assessing the nature and scope of the situation, the CRT will develop a plan of action, which should include the following:



1 Designate a Spokesperson



2 Draft a Fact Sheet



3 Notify Key Stakeholders



4 Monitor Social Media

2 SECONDARY STEPS

Depending on the nature of the crisis, other decisions and actions may be necessary. These could include:



1 Further Media Contact



2 Social Media Management



3 Crisis Website Development



4 Internal Communication

3 POST CRISIS

Following any crisis, appropriate action must be taken to ensure that members of the community, the organization and others receive needed information and assistance to help bring closure. Possible steps include:



1 Victim Assistance



2 Listening Sessions



3 Debriefing



4 Media Monitoring



5 Evaluation and Update