# Crisis and Issues Communication

September 13, 2019

# Overview

- Assess
  - What is the scope of the issue?
  - What are our principles and priorities?
- Address
  - What are we doing to address the problem?
- Acknowledge
  - What do we need to acknowledge? What can't we acknowledge?

- Respond
  - Who needs to receive this message, and what is the best way to reach them?
- Review
  - Do these messages align with our principles and priorities?

# Overview

- Issues
  - Situations of growing controversy or negative climates that threaten our community or organizational, legal, financial, or reputational stability
  - Can lead to emergencies if not managed
  - Anticipated – communications timing somewhat in our control
  - May require partial activation of UK Crisis Communication Plan

# Overview

- President Capilouto responsible for emergency management
  - Designates EVPFA Monday to lead efforts
  - Close coordination with UKPD, UKPR, Provost, Risk Management, Legal, Community of Concern, Student and Academic Life

- Emergencies/Crises
  - Incidents that threaten human life, safety, health, property, or the environment
  - Requires immediate action – often urgent and unexpected
  - Often requires a UK Alert
  - May require full activation of UK Crisis Communication Plan

# Planning and Training for When it Happens

- Interaction with President, senior administrators, and other UK units

- Crisis Communication Plan

- Activation of Emergency Operations Center (EOC)

- UK HealthCare Incident Command System (HICS)

# Crisis Communications Response Teams

- Public Information Officer
  - Executive Communication
  - External Relations
  - Distribution

- HealthCare Response

- Resources and Logistics

- Social Media and Media Monitoring

# UK Medical Campus Response Team

- Hospital Incident Command Center (ICC)
- Public relations staff positioned to receive information from and relay information to EOC

- Crisis plan for media staging and briefings
  - High-profile incidents when ICC not utilized
- Goals
  - Training opportunities
  - Further integration and collaboration

# Training

- Annual tabletops with emergency management
  - Practice with some of our own capabilities removed
  - Practice scenarios that would involve a multitude of agencies and PIOs

- Helicopter crash exercise

# Operational Examples

- White Hall Classroom Building bomb threat
  - No UK Alert

- Assault on or near campus
- Student protest

# Wrapping it Up

- We are constantly working to be prepared

- No incident or issue is ever the same or just as planned, so we need to be flexible and adapt

- Unified team across campus
  - All departments are willing to jump in and do whatever is necessary to resume normal operations