

**COMMUNICATIONS PLAN for Rutgers-Newark Crisis/Emergency**

*REVISED February 2012*

**1. INTRODUCTION/BACKGROUND**

Good communication is universally thought of as one of the best ways to prevent a crisis, to minimize the effects of a crisis, and for an institution to maintain credibility and reputation in the midst of a crisis.

A **crisis** can be something that is readily apparent, such as

- Natural/weather related incidents (examples, Hurricanes Katrina and Rita)
- Manmade incidents (examples, campus fires, acts of violence, acts of terrorism)
- Health care incidents (examples, SARS, pandemic flu)

**Crises or potential crises** can also appear in the form of

- Campus protests
- Racially-charged incidents
- Politically-charged incidents

**2. ANTICIPATING AND PREPARING FOR A CRISIS**

Anticipating a crisis is a shared responsibility for the leaders of an institution, as well as for the unit managers and directors. All officials should periodically assess risks and potential for crisis. Officials should anticipate worst-case scenarios and should be prepared for and sensitive to the reactions of the institutions’ stakeholders, the media, and the general public.

The following check list presents a sequence of events and summarizes important key crisis communications actions. This is intended as a basic form; it should be modified to reflect specific aspects and concerns of the incident.

**3. NOTIFICATION AND DESCRIPTION**

Brief description of incident \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Who identified the incident? \_\_\_\_\_  
\_\_\_\_\_

When were the following offices made aware of the incident?	<i>Date &amp; Time:</i>
Office of the Chancellor	_____
Office of Campus Safety:	_____
Office of Communications:	_____

**4. THE CRISIS TEAM**

The most effective way to handle a crisis and the communications issues presented is to establish a crisis team. All communications tasks should be vetted, as much as possible, through this team. This team is chaired by the executive vice chancellor, with core membership including vice chancellor for student affairs, associate vice chancellor for facilities, associate chancellor for student life, director of public safety, director of communications, and other officials as needed. During a crisis the team reports regularly to the chancellor.

**5. COMMUNICATION TASKS**

**a. NOTIFICATION TO OTHER COMMUNITIES**

*Date & Time:*

- Other Newark campus officials \_\_\_\_\_
- Media Relations Rutgers New Brunswick \_\_\_\_\_
- Communications Rutgers Camden \_\_\_\_\_
- University Counsel (as needed) \_\_\_\_\_
- Community Officials (as needed) \_\_\_\_\_
- Political/Governmental Officials (as needed) \_\_\_\_\_

**b. NOTIFICATION TO THE MEDIA**

Media notification should only begin after the Office of Communications has reviewed the incident and protocol has been established after consultation with the Office of the Chancellor (Chancellor, Executive Vice Chancellor, and Vice Chancellor for Student and Community Affairs) and other members of the crisis team.

Date and time of media notification \_\_\_\_\_

Media outlets contacted \_\_\_\_\_

\_\_\_\_\_

Media notice posted on line?        yes                          no

Date and time executed \_\_\_\_\_

**c. PHONE MESSAGES**

If recommended after consultation with the crisis team, phone messaging to the campus community is handled by the Office of Campus Safety with the reverse phone messaging system.

Phone messages sent?        yes                          no

Date and time executed \_\_\_\_\_

**d. EMERGENCY CELLPHONE TEXT MESSAGING SYSTEM**

If recommended after consultation with the crisis team, emergency text messaging to the campus can be initiated by the Office of Campus Safety. (Office of Communications and the Chancellor’s Office are back up administrators for the system.)

*Log in for authorized users is at <https://eis.rutgers.edu/alert/Login.aspx>*

Emergency text messages sent?     yes                     no

Date and time executed \_\_\_\_\_

**e. BROADCAST E-MAIL**

If recommended after consultation with the crisis team, broadcast email can be sent to

[NK\\_ADMIN\\_ALL@rams.rutgers.edu](mailto:NK_ADMIN_ALL@rams.rutgers.edu) (all faculty and staff)

and to [NK\\_ALLSTUDENTS@rams.rutgers.edu](mailto:NK_ALLSTUDENTS@rams.rutgers.edu) (all registered students.)

Office of Communications and Newark Computing Services can approve, and release messages immediately as administrators on rams (Rutgers Automated Mailing System) system.

Broadcast email launched?     yes                     no

Date and time executed \_\_\_\_\_

**f. WEB SITE NOTICES**

If recommended after consultation with the crisis team.

General Announcement (campus status appears on all webpages of core R-N website, [www.newark.rutgers.edu](http://www.newark.rutgers.edu))

yes     no                    Date executed \_\_\_\_\_

**g. SOCIAL MEDIA**

The Office of Communications will send messages out via Rutgers-Newark’s social media sites:

Facebook            <http://www.facebook.com/Rutgers.Newark>

Google +            <https://plus.google.com/u/0/116669741115025411755/posts>

Twitter              [http://twitter.com/#!/rutgers\\_newark](http://twitter.com/#!/rutgers_newark)

**6. MONITORING AND DOCUMENTATION**

Outside news coverage \_\_\_\_\_

Internal communications \_\_\_\_\_

Final reporting (if necessary) to Chancellor’s Office and Campus Safety \_\_\_\_\_

**7. LIST OF KEY CONTACTS** **CONFIDENTIAL**

**OFFICE OF THE CHANCELLOR 973.353.5541**

Philip Yeagle                                      973/353-5541    [pyeagle@andromeda.rutgers.edu](mailto:pyeagle@andromeda.rutgers.edu)

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**OFFICE OF CAMPUS SAFETY non emergency: 973.353/5581 EMERGENCY 973. 353.5111**

Chief Michael Lattimore                      973/353-1670 or 973.725- [mikelatt@andromeda.rutgers.edu](mailto:mikelatt@andromeda.rutgers.edu)

Lieutenant Bob Hahn                         973/353-5547, [rhahn@andromeda.rutgers.edu](mailto:rhahn@andromeda.rutgers.edu)

Lieutenant Tyrone Hart                      973/ 353-1669, [tyhart@andromeda.rutgers.edu](mailto:tyhart@andromeda.rutgers.edu)

Lieutenant Bradley Morgan                   973/353-5087 or 5581, [bmmorgan@andromeda](mailto:bmmorgan@andromeda)

Lieutenant Richard Bourne                   973/353-5353 or 583-8640 [lbourne@andromeda.rutgers.edu](mailto:lbourne@andromeda.rutgers.edu)

**OFFICE OF COMMUNICATIONS 973.353.5262**

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**NEWARK COMPUTING SERVICES 973.353.5086**

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**NEW BRUNSWICK CAMPUS INFORMATION**

Matt Weismantel                      [matt.weismantel@rutgers.edu](mailto:matt.weismantel@rutgers.edu)  
  
Jim Stapleton                      [jistaplet@rci.rutgers.edu](mailto:jistaplet@rci.rutgers.edu)

**OTHER CONTACTS**

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State of NJ Office of Emergency Management  
<http://www.state.nj.us/njoem/>

City of Newark Office of Emergency Management  
[www.ci.newark.nj.us/Municipal\\_Services/All\\_Services/Fire\\_Dep.htm](http://www.ci.newark.nj.us/Municipal_Services/All_Services/Fire_Dep.htm)    (973) 733-3660

**MEDIA CONTACTS**

Star Ledger                      Metro Desk: 973/392-4040  
   Essex County desk: 973/392-4136  
  
Associated Press                      973/624-4657  
News 12 NJ                      732/346-3270  
1010 WINS                      212/315-7094