Emergency Communications Plan

Introduction

Purpose:
To use available communication resources to respond to an incident;
- Alert, warn, and advise the campus community of a potential, imminent or active emergency.
- Continue to communicate with campus and broader community through a variety of media to inform of protective actions taken and status of event.
- Communicate with the extended campus community (to include parents, spouses or other next-of-kin) and through the media to inform and to advise of the campus situation, developments and recovery efforts.

Scope:
Alert the campus community of a potential, imminent or active emergency.

Ensure that the institution has the ability to inform the campus community concerning a disaster or emergency situation.

Primary Agency:
W&M Emergency Management Team

Secondary/Support Agencies
W&M Information Technology Department
W&M Police Department
W&M Facilities Management
W&M University Relations
W&M Creative Services
W&M Student Affairs
W&M Student Health Services (consultation for health-related communications)
Peninsula Health District (Virginia Department of Health)
Rave Mobile Alert Hosting Service
WCWM-FM90.9
W&M Copy Center
City of Williamsburg Emergency Management
Government Emergency Telecommunications Service (NCS)
Electronic/Print Media Contacts
W&M Auxiliary Services

Policies:

EMERGENCY COMMUNICATIONS TEAM
- The Director of University Relations serves as the Chair of the Emergency Communications Team (ECT). Other members include the Associate Provost...
and Chief Information Officer, Information Technology; the Vice President for Student Affairs; Chief of Police Associate Director of Creative Services and Web Editor; Director of News Marketing and the Emergency Management Coordinator.

- Other members may be added at the discretion of the Chair of the EMT.

AUTHORITY TO NOTIFY

Decisions concerning notification of the community about an imminent or active threat or emergency situation will be made by the Chair (or approved successor) of the Emergency Management Team in consultation with the designated Incident Commander. In some cases (such as Tornado or active incident on campus), W&M Police Chief (or designee) is authorized to notify the campus immediately. The Chair of the EMT will coordinate notification of EMT members.

AVAILABILITY FOR DUTY

- It is the responsibility of those in the order of succession to the Chair of the EMT to notify the Chair of any planned absences. Should a situation occur where the WMPD is unable to contact the Chair of the EMT, the order of succession should be followed immediately;
- Once notified by the WMPD, communication with other members of the campus community will be the responsibility of the Chair of the EMT or successor.

EMERGENCY CONTACT INFORMATION

- The Chair of the Emergency Management Team (EMT) designates the Emergency Management Coordinator as responsible for maintaining an up-to-date list of the members of the Emergency Management Team, additional potential members of the Emergency Operations Team, local and statewide emergency numbers and numbers for the Emergency Operations Center;
- The accuracy of this information will be confirmed at least every six months and the current information will be distributed to the members of the Emergency Management Team and to the William & Mary Police dispatchers;
- It will be the responsibility of EMT members to keep the information with them so that it is accessible should it be needed and to notify the responsible designee of any changes in their contact information or service provider.

COMMUNICATIONS WITH THE EXTERNAL COMMUNITY / MEDIA

- To ensure a unified and consistent message, communication with the external community will be managed by the Emergency Communications Team (ECT).
- There will be a single spokesperson for the College, the Director of University Relations, who also serves as Chair of the Emergency Communications Team (the Director of News Marketing serves as backup).
- The Chair of the ECT together with the Chair of the EMT may designate others to be spokespersons as needed/appropriate.
- Either the Director of University Relations or the Director of News Marketing will report to the EOC while the other serves as the on-site public information officer.
Concept of Operations

Alerting and Notification:

The ability to provide information to the community during an emergency is crucial to the management of the emergency. It is important to have a process that makes effective use of the College’s emergency notification systems. These systems are designed to provide critical information and instructions to the community. The College strives to inform the community without causing widespread alarm. To accomplish this, the College has designated three levels of emergencies. The nature of the threat will determine the communication systems used to inform the community of the actual or potential emergency.

The most serious designation is an **active threat**. An active threat is usually a spontaneous event that comes without warning requiring immediate action to prevent the loss of life. Some examples include a hazardous materials incident that poses an immediate threat to life or an incident where a firearm or other weapon has been used to cause injury or displayed with intent to harm. For certain active threats, community notification will be made by all campus systems available to include the siren. Optimally the notification systems and the siren will be activated simultaneously. In an actual emergency this may not be the case and the siren may sound before the emergency message is sent. When this happens an emergency message will follow the emergency siren. An activation of both the Emergency Siren and Notification Systems is designed to inform the community of an active and ongoing threat to the campus. This notification requires an immediate response by the community. The communication will provide information about the incident and direct action to take to reduce the risk of harm.

The intermediate designation is for an **imminent threat**. An imminent threat is an event likely to affect the College within the next several hours, or less, but currently has not seriously affected the College. An example of this is a confirmed report of a person with a gun on campus whose intent has not been established. Another example is for the notification of a Surry Nuclear Power Plant incident. In this example the College has received notification of a nuclear release from Surry with the potential for contamination of the College. These types of incidents will result in the use of the emergency mass notifications system, College e-mail, and the College home page to inform the community. The communications associated with an imminent threat will provide specific information about the threat and specific precautions to take.

The lowest designation is **potential emergency**. This is an emergency where the conditions are favorable for the incident to occur, or for an event that happens off campus that is likely to have an impact on the College at some point in the near future. Examples of this are usually weather related such as predicted hurricanes and ice storms or manmade incidents such as a chemical spills or fire near campus. The community is usually informed of this type of emergency through the use of campus e-mail and the College home page. Communications regarding this type of emergency will inform the community about the potential threat and the general precautionary steps to mitigate the affect of the threat.

The variety of threats we may encounter and the dynamic nature of all threats demonstrates the need to provide the above listed information as guidelines and not universal responses. For example, a notification of a Surry incident may be a potential,
imminent, or active threat depending on several factors to include the severity of the nuclear release and wind direction. Similarly, the documented report of a person with a weapon on campus may be a potential, imminent, or active emergency depending on the circumstances of the incident.

**Initial Notification:**

In most cases involving an active incident on campus, the initial notification of emergency response personnel is the responsibility of the William & Mary Police Department (WMPD). This includes incidents such as weather-related issues, active shooter or other crime-related emergency and the evacuation of buildings. The WMPD shift supervisor will notify the Chief of Police (or person designated by order of succession). In the event of a situation with the potential to be an incident the WMPD will immediately notify the Chair of the Emergency Management Team or designated successor. The Chair of the EMT will notify the required members of the Emergency Operations Team (EOT) as well as the members of the Emergency Management Team. In some cases when WMPD is involved in an active incident, the Chair of the EMT will use the mass notification system to update and alert a subgroup of the emergency team. It is the responsibility of the Chair of the Emergency Management Team to notify the WMPD of planned absences from the campus. Similarly, it is the responsibility of those in the order of succession to the Chair of the EMT to notify the Chair of any planned absences. Should a situation occur where the WMPD is unable to contact the Chair of the EMT, the order of succession should be followed immediately. Once notified by the WMPD, communication with other members of the campus community will be the responsibility of the Chair of the EMT or successor.

<table>
<thead>
<tr>
<th>Order of succession for Initial Notification</th>
<th>Order of succession for WMPD</th>
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<tbody>
<tr>
<td>EMT Chair</td>
<td>Chief of Police</td>
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<tr>
<td>EMT Vice Chair</td>
<td>Deputy Chief/Captain</td>
</tr>
<tr>
<td>Chief of Police (WMPD/Active Incident)</td>
<td>On-duty Lieutenant or Sergeant</td>
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<tr>
<td>Vice President for Student Affairs</td>
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Note: In some cases, the initial notification to the EMT chair may come from another department on campus. For example, notification of a food-borne illness would come from the Vice President for Student Affairs through the Student Health Center. Notification of a communications infrastructure failure would come from the Chief Information Officer. Notification of building support failures would come from Facilities Management.

Once the Emergency Response Plan has been activated by the EMT Chair (or designee), communication among the members of the Emergency Operations Team and the Emergency Management Team will be conducted on radio channels specifically assigned for this purpose by the William & Mary Police Department and via cell phones. The designated channels will be monitored by the WMPD dispatchers to ensure the
teams’ ability to also connect with police personnel who will be operating on their standard police channel. It will also be the responsibility of the WMPD to designate a “talk around” channel that could be used by EOT and EMT members in the event the phone system and the regular phone system become inoperable. WMPD will also coordinate training and distribution of radios to those individuals who do not routinely have access to a radio but would need one during an emergency.

Those Emergency Operations Team Members and Emergency Management Team members with their own radios will bring them with them to the Emergency Operations Center or other location as directed by the Chair of the EMT. Additional radios as needed will be supplied by the WMPD upon request of the Chair of the EMT. In the event of an emergency that is likely to exceed the charge of the radios, provision will be made at the Emergency Operations Center for battery chargers to be available. The members of the response team, in the event of a sustained power outage, will need to make arrangement to bring their cell phone re-charging units to the Emergency Operations Center.

(Note: Only those radios used by the police department have secured channels. This means that any person using a non-police radio will not have a secured transmission and the message can be heard by civilians with high-end scanners. When possible a member of the police department will be at the EOC and will be in contact with the Command Post for secure communications. All others should communicate sensitive information by phone or runner.)

Public Information:

To ensure a unified and consistent message, communication with the external community will be managed by the Emergency Communications Team (ECT). There will be a single spokesperson for the College, the Director of University Relations, who also serves as Chair of the Emergency Communications Team (the Director of News Marketing serves as backup). The Chair of the ECT together with the Chair of the EMT may designate others to be spokespersons as needed/appropriate. Either the Director of University Relations or the Director of News Marketing will report to the EOC while the other serves as the on-site public information officer.

All aspects of the College’s external communications will be handled by the Emergency Communications Team. These include:

1. Designating a media center as needed. This will be located outside the established emergency perimeter but near the Incident Command Post so the onsite Public Information Officer can move quickly between the ICP and the media center. The space allocated shall have emergency power capability and be supplied with notebook computers for staff/ECT use (notebooks will be provided by IT for this purpose), and with a mobile media emergency kit assembled by the Emergency Communications Team for this purpose.

2. Identifying which media will be used to communicate the message, including web pages, and determining which methods of communication can be used to put out the message. The Director of University Relations (with Director of News Marketing as backup) will maintain an up-to-date list of local media sources to be
contacted in the event of an emergency along with a list of the codes required for posting emergency broadcast notices on television and radio stations in the area. In addition to having this information at the Emergency Operations Center, it shall be maintained at an off-site location to ensure redundancy.

3. Gathering information and preparing all statements and press releases for distribution to the media and for use on the College's web sites. The timing of releases will depend on the nature of the emergency. The names of people involved will be withheld until the status has been officially confirmed and families notified.

4. Responding to all media inquires in priority order. The ECT will determine the priority.

5. Monitoring the media coverage of the incident to the extent possible. When practical, the ECT will be provided with sufficient televisions either through existing TVs in the building housing the ECT or by units brought in for the purpose by Facilities Management. The ECT will record reports as able and work with the designated spokesperson to respond to erroneous information.

6. Preparing and distributing statements for use by those answering the telephone or by individuals staffing call centers should one be created.

Operational Considerations:

All decisions concerning whether/when to notify the campus community about an impending or extant threat or emergency will be made by the Chair (or approved successor) in consultation with the designated Incident Commander. No communication, whether by e-mail, the Mass Notification system, or any other mechanism is to be made without this approval. Depending on the imminence of the threat to the community, the techniques to be utilized may include (but are not limited to):

Imminent Danger Audible Alarm

In the case of imminent danger, the College has three stations of 120-decibel sirens that can be utilized to alert the campus community. They are located on the rooftops of the Law School, the Integrated Science Center and the School of Education buildings. At every opportunity, the campus community is educated that the siren means “seek shelter and seek information.”

Alarm units are activated by the William & Mary Police Department upon receipt of the appropriate code from the Chair (or successor) of the EMT. It will be the responsibility of the Emergency Management Coordinator and Chief of Police to change the authorization code periodically and ensure that the appropriate individuals (succession EMT chairs and WMPD) are notified. Use of the audible alarm system will ordinarily be simultaneous with the distribution of a message through the mass notification system. There may be occasions of imminent danger when the sirens are used without a simultaneous mass notification message.
Those occasions can include (but not limited to):

i. Tornado spotted near campus.

If possible, the EMT will provide the campus community with advance notice. This includes an email anytime the Williamsburg area is under a tornado watch stating: “The Williamsburg area is currently under a tornado watch. If you hear the College’s emergency siren, please take shelter in the lowest level of the closest building. Stay tuned to local television stations for the most current weather information.” This advance notice is also posted on the website.

ii. Shots fired on campus.

iii. Explosion on campus.

The alarms are to be tested at the beginning of each academic semester as are their emergency generators and instructions and drills are to be used to educate the community about what to do in the event the alarm sounds. During each test, the local community is reminded that the sound of the siren means to check the William & Mary website at www.wm.edu for more information.

Once the decision to sound the siren is made, the EMT Chair (or designee) will also begin the protocol to provide emergency information on the William & Mary website.

Mass Notification

The mass notification system provides for simultaneous notification via voice mail, text message, and e-mail and accommodates multiple numbers for each person in the system. Lists in the system are maintained by IT so that a single message can be sent to all or so that special messages can be directed to specific populations – e.g. members of the Emergency Management Team or Emergency Operations Team, all students, all faculty, all staff, classroom phones in every academic building, etc. The system is only used in the event of an emergency. Pre-written messages have been developed by the EMT Communications Committee. Subsequent messages will be more tailored to the specifics of the situation. Students, faculty and staff are required to maintain current contact information in the system.

- Mass Notification Protocol

The William & Mary Police Chief (or designated successor) is notified of an emergency that may require immediate notification to the campus community. The Chief immediately notifies the Chair of the Emergency Management Team (EMT). Once notified, the EMT Chair, in consultation with the Chief, makes the determination whether to send a notification to campus. Note: In some emergencies such as an active shooter or tornado that Chief (or designee) may be required to immediately send a campus-wide alert or sound the siren.

When the mass notification system is used, the Chair of the EMT (or designated successor) or Chair of the EMT Communications (or designated successor) will notify Creative Services contact to post an alert on the Home page (www.wm.edu), in the right column Advisories widget on the emergency site (www.wm.edu/emergency) and on the W&M mobile site (m.wm.edu). Note: All campus alerts on the home page will be posted in what is called the “blog spot” – bottom right hand corner of www.wm.edu. In some cases, this “blog spot” might also link to a press release or campus-wide notice that will be posted in the “Campus Announcements” section of the News & Events page. The EMT Communications Chair (or designee) will provide the text for any release or campus announcement. For time sensitive messages, Creative Services will post message in both “blog spot” and Campus Announcements. Messages will also go out through the College’s social media news channels (see “social media” section below).
When to use the mass notification system:

- **Weather** -- This includes closures, delays, early dismissal or emergencies of any kind due to inclement weather, including (but not limited to tornados, hurricanes, snow/ice storms). *Note: Protocol calls for the EMT Chair (or designee) to send an email notice anytime the Williamsburg area is under a tornado watch. The purpose is so that officials can sound the siren alarm as soon as there is a Tornado warning (meaning a tornado in the immediate area). The advance email states: “The Williamsburg area is currently under a tornado watch. If you hear the College’s emergency siren, please take shelter in the lowest level of the closest building. Stay tuned to local television stations for the most current weather information.” The College will also post information regarding a tornado watch in the “blog spot” on the home page so members of the local community will have information should the College sound the siren alarm. In these cases, Police dispatch would call Chair of EMT (or designee) and Creative Services contact.*

  o When /if there is a confirmation that a tornado has landed near the campus or is heading towards the campus the WMPD will activate the siren then notify the Chair of the EMT.

*Other types of incidents include (but not limited to):*

- **Environmental Incident/Accident** – This could be anything from gas leak or a fire to a hazardous material incident, explosion, or chemical spill that requires closure of a building on campus or is a danger to members of the campus community. This could also include an accident at the Surry Power Plant. *Note: Depending on the nature of the accident – such as being an isolated threat -- the EMT Chair (or designee) may determine a mass notification notice is not warranted but will instead send an email notice to the campus community followed by a posting on the College’s home page, advisory widget and/or mobile site. In those cases, the Chair of the EMT (or designee) or Chair of EMT Communications (or designee) will contact Creative Services designated person for the home page posting.*

  o **Active Crime** – This could be anything from an active shooter on campus to a police search for a suspicious individual or evacuation due to bomb threat. *Note: Depending on the nature of the incident, the EMT Chair (or designee) may determine a mass notification notice is not warranted but will instead send an email notice to the campus community followed by a posting on the College’s home page, advisory widget and/or mobile site. In those cases, the Chair of the EMT (or designee) or Chair of EMT Communications (or designee) will contact Creative Services designated person for the home page posting.*

**Off-site Website Capacity**
The Office of Information Technology will develop the capacity to locate the College’s website during emergencies at an off-site location. Should the campus lose its capacity to host its web site on site locally, the alternate location will be utilized. Information concerning how to access this site will be communicated to the campus community.
Social Media (Twitter/Facebook)
The mass notification system has the ability to automatically post emergency messages to social media sites such as Twitter and Facebook. The system will be connected to the College’s news sites at [www.twitter.com/WMNews](http://www.twitter.com/WMNews) and [www.facebook.com/wmnews](http://www.facebook.com/wmnews).

Mobile Website (m.wm.edu)
The ECT will work with Creative Services to utilize the College’s mobile website to distribute emergency information.

Broadcast email
Broadcast e-mail allows the EMT to send immediately a message to everyone on the College’s system. Such messages can be sent from on or off-site locations.

Building Emergency Coordinators
Every academic/administrative building on the campus will have an emergency coordinators. Building emergency coordinators are trained in their responsibility in the event of an emergency. In a situation involving power and IT/phone system loss, building coordinators will be utilized as a back-up communications network. Messages from the EMT will be delivered by hand if necessary and possible for distribution to those occupying the building – along with instructions about what to do about window and door closings, shutting down computers, securing experiments, safe shelter, etc.

- **Residence Halls** -- Similarly, in the residence halls, the existing system of Residence Life staff who live in the residences will be utilized as a means of creating redundancy in the communications network. Duty offices in each residence area are connected through a radio network. All professional live-in staff are issued PDAs with alternative power sources. In the event of an incident where customary means of communication are unavailable, the staff will receive messages via radio or PDA and distribute that information to their student staff members in person, if necessary. Updates will be provided for the residents by postings on a designated bulletin board in the lobby of each building.

**Actions/ Responsibilities:**

**CHAIR OF THE EMERGENCY COMMUNICATIONS TEAM**

- Coordinate activities of the institution’s ECT in support of the EOC;
- Establish a working arrangement between the local Emergency Management Agency, the local Emergency Operations Center, and local news media;
- Develop and maintain an emergency communications program and plan;

**EMERGENCY COMMUNICATIONS TEAM**

The Director of University Relations serves as the Chair of the Emergency Communications Team (ECT). Other members include the Chief of Police, Associate Provost and Chief Information Officer, Information Technology; the Vice President for Student Affairs; Associate Director of Creative Services and Web Editor; Director of News Marketing and the
Emergency Management Coordinator. Other members may be added at the discretion of the Chair of the EMT. The responsibilities of the Emergency Communications are:

1. **In advance of an emergency:**
   - Have updated phone and cell numbers for communication team members and other emergency officials at the College so they can be reached during off hours.
   - Have updated media contact list for local and regional press.
   - Have media codes updated and ready that allow the posting of emergency messages on local radio and television stations.
   - Know the location of the command/media center and alternative sites. Ordinarily the Emergency Communication Team will meet in the Facilities Management office area if an emergency strikes. If media are on campus covering the crisis, the College may wish to offer reporters a work space or a place where they can attend press briefings or receive updates. Be sure the EMT can gain quick access to those facilities when there is an emergency.
   - Prepare message templates for both the mass notification system and static website. Accurate details can be inserted at the time of the event.
   - Compile a media emergency kit that contains all of the above items, along with a campus directory, a Williamsburg phone book, legal pads, pens, campus maps, city and state maps, press badges, W&M letterhead on CD for press releases. At the designated Emergency Operations Center, the IT staff will provide laptop computers for writing press releases and updating the W&M Web site from off-campus.
   - Meet periodically as a team and review the emergency communications plan.

2. **In the event of an emergency that requires activating the EMT and plan:**
   - Gather the facts. If an emergency occurs, the EMT will immediately gather all available facts.
     - Relocate to Emergency Operations Center. The core team members should immediately report to the Emergency Operations Center and decide the first course of action. Note: In some cases, the Director of University Relations (and chair of the ECT) will be serving as on-site PIO. In those cases, the Director of News Marketing or other designee will serve as ECT lead in the EOC.
   - Notify the community. In conjunction with EMT Chair, initiate protocols for communications with internal and external communities.
     - Note: Depending on the incident, internal communications, including mass notification, sirens or other communications tools may be utilized immediately after an incident by the EMT and before ECT has convened. The EMT and ECT will follow the protocols outlined above in sections on internal and external communications.
     - Identify key audiences. Work with the Chair of the EMT to determine which stakeholders need to be informed of the situation, in what order, and by whom including:
       - Students, Faculty, Staff
       - General public
       - Media
       - Board of Visitors
       - Parents
       - Alumni
o Activate the emergency hotline number and website. If the College has an emergency hotline number that can be updated to include a specific message or to take calls from concerned stakeholders, the Chair of the ECT and the Chair of the EMT will decide if it should be activated and publicized. The Chief Information Officer, working with the Vice President for Student Affairs, will coordinate this call center hotline.

- Designate a university spokesperson(s)
  Ordinarily the Director of University Relations or the Director of News Marketing will serve as the primary spokespersons to ensure a unified, consistent message to the public. The Chair of the ECT in consultation with the Chair of the EMT may identify other spokespersons as appropriate. All such persons will be kept informed of the latest developments in the emergency being addressed.

- Prepare follow-up statements, campus notices and press releases (internal and external audiences) in conjunction with the Chair of the EMT. Prepare scripts (if applicable) for phone operators. Tailor the standby statement to the events that are unfolding, and prepare background information for the media. Personnel should adhere to the facts and avoid speculation.
  o Develop messages. The ECT will develop a few clear, simple messages for its stakeholders and the media. These messages should be delivered repeatedly and clearly by one voice. The messages should demonstrate concern about what is happening and for the people involved, and should explain what the university is doing to solve the problem.
  o Anticipate the tough questions. The ECT will make a list of all possible questions that the media or the public might ask.
  o Manage the message. The spokesperson should stick to the facts and to the main messages, thus controlling what information is disseminated.
  o Manage the flow of information. The ECT should control the flow of information by continuing to update the media—weekly, daily, or hourly, depending upon the nature of the emergency.
  o Brief key personnel. All College employees who work with the media should be briefed on the situation and informed as to what details they can release. Other College employees who answer phones should be informed of where/how to direct media calls. Typically, all media calls will be directed to the Chair of the ECT.
  o Keep track of media calls, requests. The spokesperson should keep a list of all the reporters to whom he/she talks. This will enable the university to look for news clippings and to later evaluate how the emergency was handled.

| First 60 minutes |

Key activities: Prepare initial news release or statements, coordinate communications activities with third-party contacts.

- Get approval for all scripts to reception and contact centers.
- Determine on-site press boundaries and guidelines with the Incident Commander.
- Finalize any statements with EMT and college leadership.
- (Major Incident) Contact appropriate PIOs at investigative, regulatory or enforcement agencies.
- Activate, as appropriate, static web sites.
- (Major disruption) Activate, as appropriate, backup web sites (these arrangements should be made in advance).
- Collect data based on past or similar incidents.
- Provide health and safety guidance to the public. If the emergency involves a health risk, College officials will work with public health officials to offer guidance to the public about symptoms, treatments, and provide instructions regarding the necessity of contacting a physician or other emergency medical assistance. If the emergency involves a possible evacuation, instructions will be prepared to inform the public about areas to be evacuated and time lines for the evacuations. The public will also be instructed about where to go for more information—radio, TV, websites, etc.
- Distribute initial release or statement to key audiences including internal, media and regulatory audiences.
- Distribute all releases to reception, call centers and telephone operations
- Activate staff communications network.
- Respond to media calls in “priority” order: keep running track of contacts.
- Prepare Q&A for distribution to media, crisis and management teams to help guide response.
- Continue to manage the message and the flow of information.

### Hours 2 to 4

**Key activities:** *Complete preparations for and conduct an initial media briefing, respond to media inquiries in priority order, coordinate with other providers of information.*

- Ensure that communications voice mail messages refer callers to appropriate numbers and web addresses.
- Initiate media monitoring, including web sites and blogs where possible.
- Determine appropriate system of periodic information updates, including the need and frequency of holding media briefings with college leadership.
- Prepare, get approval and distribute media advisory for briefings/
- Continue to manage the message and the flow of information /
- Assemble media kits to give to reporters at media briefings/
- Prepare spokesperson for likely Q&A/press briefing.
- Open, supervise and end the media briefing.
- Respond to media calls in priority order.
- Maintain a file of all media coverage.
- Collect and maintain a file/binder of all media phone call sheets.
- Collect and maintain a file/binder of all final versions of news releases.
- Ensure Web site is updated periodically.

### Hours 5 to 24
Key activities: Remain up-to-date on situation, prepare additional news releases as needed, arrange interviews, help the news media gather information, create work schedules for Outside PR Counsel (if deemed necessary).

- Obtain periodic data updates from the Incident Command Post.
- Continue to manage the message and the flow of information.
- Prepare additional news releases and statements, as necessary.
- Review media monitoring reports and request corrections as needed.
- Maintain contact with communications personnel from other involved parties.
- Respond to media calls in priority order.
- Facilitate interviews with spokesperson or other representative, as warranted, with key media.
- Provide technical spokespersons, as needed, to explain technical terms and subjects.
- Provide responses to questions about past accidents, incidents or safety issues.

3. In the aftermath of an emergency

Continue to update all communications with the media, employees and other involved entities, determine if there has been an adverse impact on the college, continue to gather and analyze news coverage and its real or potential impact on W&M’s reputation, provide interviews and briefings only as developments warrant.

- Review media coverage, plan communications strategy with direction from senior management.
- Provide media updates via news releases, statements, briefings or interviews, as necessary.
- Respond to media calls in priority order.
- Monitor briefings and other communications by other involved entities.
- Update and revise web pages as warranted.
- Coordinate scheduling of spokesperson for live TV and radio interviews and print interviews.
- Develop or revise key messages and talking points as necessary.
- Develop post-incident talking points and materials.

Responsibilities by Supporting Departments/Units

W&M University Relations
- Coordinate communications strategy with EMT Chair
- Media relations/spokesperson
- Provide communications support (talking points/messages) to senior leadership
- Website support for news updates

W&M Information Technology Department
- Provide voice and data network services and network access
- Provide desktop resources and support
- Negotiate emergency services with telecommunications carriers and other service providers
- Coordinate and oversee technical operation of off-site website capacity
- Support stand-up of call center
- Coordinate offsite website

**W&M Emergency Management Team**
- Approve ESF-2 plan
- Develop and approve messages for internal and external distribution

**W&M Police Department**
- Initiate internal emergency notifications
- Initiate timely alerts as required to mitigate loss of lives

**W&M Creative Services**
- Support website updates as needed
- Management of static website

**W&M Facilities Management, Maintenance/Operations**
- Oversee maintenance of siren system
- Support stand-up of call center

**W&M Student Affairs**
- Support notification of next-of-kin
- Support operation of call center

**W&M Student Health Services**
- Provide professional consultation for health-related communications

**Peninsula Health District (Virginia Department of Health)**
- Provide professional consultation for health-related communications

**Rave Mobile Alert**
- Support contracted mass notification hosting services

**WCWM-FM90.9**
- Support broadcast distribution of emergency information

**WMTV**
- Support broadcast distribution of emergency information

**W&M Copy Center**
- Support print distribution of emergency information

**City of Williamsburg Emergency Management**
- Support distribution of emergency information through Emergency Alert System / Integrated Public Alert and Warning System resources as appropriate
- Coordinate with Williamsburg Area ARC for distribution of information in the event of telecommunications interruptions.
Government Emergency Telecommunications Service (NCS)
- Support priority access to telecommunications network for emergency voice calls.

Electronic/Print Media Contacts
- Support broadcast and print distribution of emergency information