

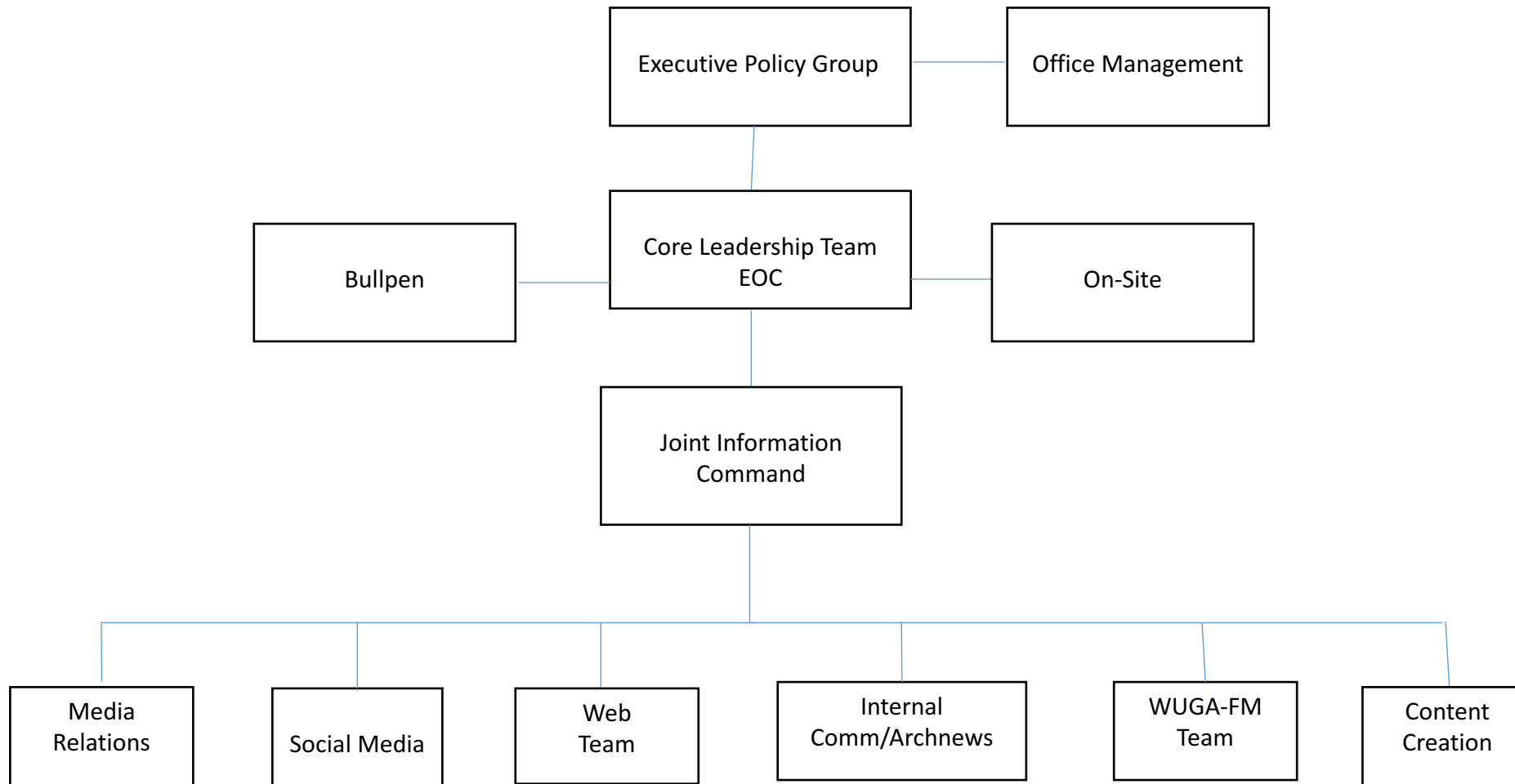
# Emergency Communications Information

*August 2017*



UNIVERSITY OF  
**GEORGIA**

# Crisis Communications Organization Chart



# Executive Policy Group

**Karri Hobson-Pape**

**Jan Gleason**

- Notify the Core Leadership Team and Joint Information Command to activate communications teams.
- Provide communications support to Executive Policy Group members.
- Provide input/counsel to the Executive Policy Group.
- Work with Executive Policy Group to develop approved university responses/statements.



UNIVERSITY OF  
**GEORGIA**

Marketing & Communications

# Office Management Team

**Fran Burke**

**Jennifer Kesler**

**Brandon Maher**

- Maintain business continuity both internally with business offices and externally with vendors and contractors.
- Assist division staff with any needs and concerns.
- Provide resources for emergency purchases of goods and/or services if needed
- In the event of facility disruption, make arrangements for relocation



UNIVERSITY OF  
**GEORGIA**

Marketing & Communications

# Core Leadership Team

**Greg Trevor**

**Rebecca Beeler**

**Wendy Jones**

- Coordinate with the Joint Information Command to activate communications teams.
- Provide communications support to Emergency Operations Center members.
- Provide input/counsel to Emergency Operations Center. This includes but is not limited to working with EOP to maintain message consistency on its communications platforms.
- Gather essential status/operational information from all communications teams, either directly or through the Joint Information Command.
- Provide summaries of pending issues/essential information to the Executive Policy Group.
- Work with the Joint Information Command to draft/review university releases/statements/responses.
- Submit to the Executive Policy Group for approval drafts of university releases/statements/responses.
- Distribute approved information to all communications teams, either directly or through the Joint Information Command.



UNIVERSITY OF  
**GEORGIA**

Marketing & Communications

# On-Site Team

**Bob Taylor**

**Peter Lee**

**Andy Tucker**

- Report to the site of an emergency/incident/emergent issue.
- Assess on-site status.
- Notify/provide analysis/regular status updates to:
  - Executive Policy Group
  - Core Leadership Team
  - Joint Information Command

Report any on-site media to:

- Executive Policy Group
- Core Leadership Team
- Joint Information Command
- Media Relations Team
- Receive approved information for distribution from the Core Leadership Team and/or the Joint Information Command
- Distribute/archive/record information to on-site media.



UNIVERSITY OF  
**GEORGIA**

Marketing & Communications

# Joint Information Command

**Matt Chambers**

**Michele Horn**

**Leslie Colvin**

- Meet regularly, as needed, directly with representatives of the communications teams, either individually or in groups.
- Gather information reported by representatives of the communications teams.
- Synthesize/analyze information reported by representatives of the communications teams.
- Work with the Core Leadership Team to develop university releases/statements/responses.
- Draft and/or review drafts of university releases/statements/responses.
- Work with the Core Leadership Team to draft/review university releases/statements/responses.
- Distribute approved information to all communications teams.



UNIVERSITY OF  
**GEORGIA**

Marketing & Communications

# Media Relations Team

**David Bill**

**Print/Online**

**a) James Hataway**

**b) Sara Freeland**

**Broadcast**

**a) Melissa Jackson**

- Receive approved information for distribution from the Core Leadership Team and/or Joint Information Command.
- Distribute/archive/record information to media, directly, through media lists and/or through the On-Site Team to media at the site of an emergency/incident.
- Distribute information to UGA communicators beyond M&C when appropriate.
- Serve as the liaison with UGA communicators.
- Serve as the point of contact for all media inquiries related to emergency/incident.
- Report emerging issues to Core Leadership Team/ Joint Information Command.
- Maintain logs of all media inquires.
- Organize/execute media briefings.



UNIVERSITY OF  
**GEORGIA**

Marketing & Communications



# Social Media Team

**Kalena Stull**

**Emily Smith**

**Lindsay Robinson**

- Receive approved information for distribution from the Core Leadership Team and/or the Joint Information Command.
- Distribute/archive/record information to M&C controlled social media channels.
- Distribute information to other official UGA social media channels when appropriate.
- Monitor social media accounts to identify emerging issues, including but not limited to traffic spikes and operational challenges.
- Serve as the liaison with the managers of other UGA social media channels.
- Report incoming information from social media channels to the Core Leadership Team and the Joint Information Command.



UNIVERSITY OF  
**GEORGIA**

Marketing & Communications

# Website Team

**Derek Greer**

**Colin McKeon**

**Janet Beckley**

- Receive approved information for distribution from the Core Leadership Team and/or the Joint Information Command
- Distribute /achieve/ record information to [emergency.uga.edu](https://emergency.uga.edu) and to the [uga.edu](https://uga.edu) ribbon
- Confirm distribution to the Core Leadership Team and the Joint Information Command
- Serve as a liaison with EITS and with the managers of the UGA websites
- Reporting incoming information to the Core Leadership Team and the Joint Information Command
- Upon approval/direction by the Executive Policy Group and/or the Core Leadership Team, redirect the UGA homepage to [emergency.uga.edu](https://emergency.uga.edu)



UNIVERSITY OF  
**GEORGIA**

Marketing & Communications

# Internal Communications/ArchNews Team

**Juliett Dinkins**

**Krista Richmond**

**Kipp Mullis**

- Receive approved information for distribution from the Core Leadership Team and/or Joint Information Command
- Distribute/archive/record information through ArchNews and/or other internal communications platforms when appropriate
- Report emerging issues to the Core Leadership Team and the Joint Information Command
- Report incoming information to the Core Leadership Team and the Joint Information Command



UNIVERSITY OF  
**GEORGIA**

Marketing & Communications

# WUGA-FM Team

**Jimmy Sanders**

**Chris Shupe**

**Michael Cardin**

- Establish internal protocols, communicate with key staff members and student workers/interns.
- Assess broadcast and news gathering readiness and capacity.
- Secure essential broadcast facility and off-site facility if needed.
- Initiate emergency electrical backup facility if needed.
- Initiate emergency broadcasts/local news updates.
- Notify Georgia Public Broadcasting and NPR executive and engineering management.



UNIVERSITY OF  
**GEORGIA**

Marketing & Communications

# Content Creation Team

**Aaron Hale**

**Leigh Beeson**

**Kellyn Amodeo**

- Execute writing/photography/videography assignments from M&C representatives of:
  - Executive Policy Group
  - Core Leadership Team
  - Joint information Command
- Supervise writing/photography/videography staffing in coordination with the Bullpen Leadership Team
- Collect/maintain archives of all assignments/prepared materials during an emergency/incident/emergent issue, including materials prepared by other communications teams. This includes but is not limited to final versions of materials from the Core Leadership Team and/or the Joint Information Command.



UNIVERSITY OF  
**GEORGIA**

Marketing & Communications

# Bullpen Leadership Team

**Earl Borron**

**Lisa Robbins**

**Rick O'Quinn**

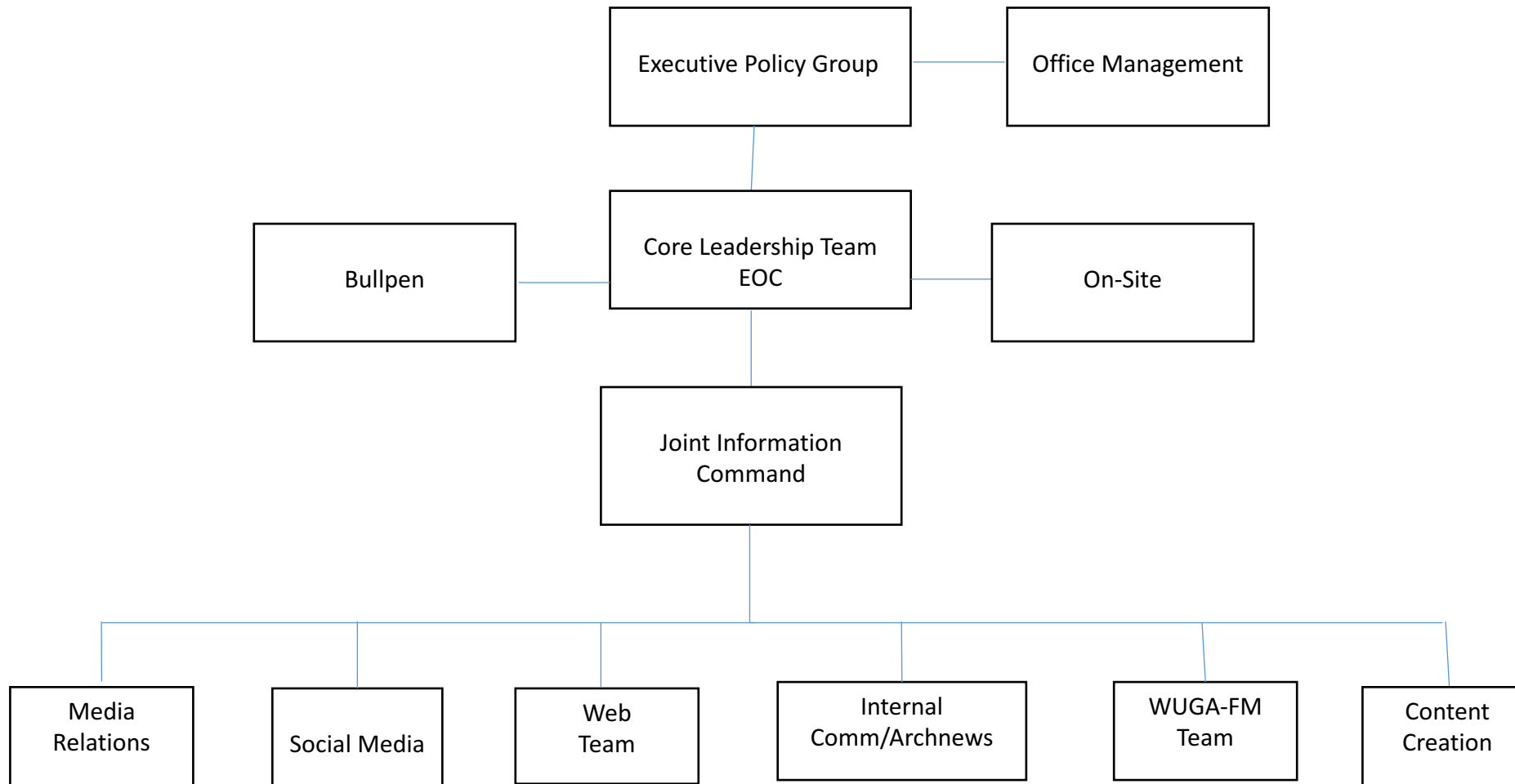
- Leaders assign duties as needed to Bullpen members.
- These duties may include but are not limited to providing:
  - on-site support, including but not limited to on-site distribution of materials prepared by M&C teams.
  - writing support.
  - posting/distribution support.
  - photography/videography support.
  - media relations support.
  - telephone/email/social media support.



UNIVERSITY OF  
**GEORGIA**

Marketing & Communications

# Crisis Communications Organization Chart



# When do we issue an alert?



- The incident is not controlled or contained
- Is a threat to public safety
- There is something we want you to do
- Impacts the entire campus





# How is an alert disseminated?

- Voice phone, text, message, e-mail
- Twitter: @ugaalert, @ugaoep, @universityofga, @ugaevents
- UGAAlert Desktop – software.uga.edu
- Facebook – UGA OEP Facebook Page
- Emergency.uga.edu
- Student affairs digital screens (Tate Center, Ramsey, HSC)



# About Emergencies at UGA

- UGA Police send out the alert and during an emergency they are extremely busy
- Accurate information can be difficult
- Emergency messages are sent quickly to warn people who may be in danger – it is not a press release



# Parts of the UGA Alert Message

- Intro – This is a message from UGA Alert
- What – There has been a report of
- Where – in the area of
- What do we want you to do – please avoid this area
- Confidence – Emergency responders are on the scene
- More info – as it become available more information will be posted at [emergency.uga.edu](https://emergency.uga.edu)
- Don't call 911 – please do not call emergency number for information

