Emergency Communications Information

August 2017

UNIVERSITY OF GEORGIA
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.
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
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.
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.
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.
# Media Relations Team

| David Bill | • 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 inquiries.  
• Organize/execute media briefings. |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Print/Online</td>
<td></td>
</tr>
<tr>
<td>a) James Hataway</td>
<td></td>
</tr>
<tr>
<td>b) Sara Freeland</td>
<td></td>
</tr>
<tr>
<td>Broadcast</td>
<td></td>
</tr>
<tr>
<td>a) Melissa Jackson</td>
<td></td>
</tr>
</tbody>
</table>
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.
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 and to the 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
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
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.
Content Creation Team

Aaron Hale
Leigh Beeson
Kellyn Amodeo

• Execute writing/photography/videography assignments from M&C representatives of:
  o Executive Policy Group
  o Core Leadership Team
  o 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.
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:
  o on-site support, including but not limited to on-site distribution of materials prepared by M&C teams.
  o writing support.
  o posting/distribution support.
  o photography/videography support.
  o media relations support.
  o telephone/email/social media support.
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 becomes available more information will be posted at emergency.uga.edu
- **Don’t call 911** – please do not call emergency number for information