

## ***Emergency Communication Strategy***

— updated April 2012 —

**1. Assessment.** The individual who encounters the potential crisis or issue should gather information from the appropriate sources and immediately contact Public Safety (xt.6666). The Chief of Public Safety [or supervisor on duty] will determine what response is necessary.

**2. Assemble Emergency Operations Command Team [EOCT].\*** If necessary, the Chief of Public Safety will inform the EOCT Commander [Bill Decatur] of the situation.

If the EOCT needs to be convened, the Chief of Public Safety will send a RISDA!ert! to all members– they will meet via conference line or in person (depending on instructions given in RISDA!ert!) to assess the situation. After assessing the scope of the issue, the Media Group [MG] will implement a plan of action upon direction from the EOCT for immediate campus and external communications.

*\*In an extreme case such as a LEVEL 3 emergency the onsite Public Safety supervisor will enact RISDA!ERT! and Media Group will post a warning of imminent danger on the homepage. SEE LEVEL 3 STRATEGY BELOW.*

### **EOCT Meeting Locations**

\*Primary **Emergency Operation Command Center (EOCC)**: ProvWash 4th floor conference room

\*1st alt: 30 Waterman, Public Safety Chief's office

\*2nd alt: 156 Benefit, What Cheer Garage conference room, 2nd floor

## **COMMUNICATIONS STRATEGY by LEVEL**

### **LEVEL 1: MINOR EMERGENCY**

A campus emergency with limited impact that does not affect the overall operation and function of the College. Ex: minor hazardous material incidence, small fires, temporary/limited power outage. Does *not* normally entail notification of the EOCT. Situation handled through normal departmental procedures with Public Safety and other departments as needed.

#### ***Communication Notes for Level 1:***

1. Notify Media Relations [Public Safety or Student Affairs] if the incident may be of public interest or something that media may get wind of. No media statement or campuswide emails will be necessary in most cases. **NO** RISDA!ert! unless it is Level 3.

## **LEVEL 2: MAJOR EMERGENCY**

An emergency that has disrupted or may disrupt significant operations of the College or adversely impact a large population of the community. Public Safety will notify the EOCT commander, then the Chief will convene the EOCT – the EOCT will meet at the EOCC or alternate location [*see EOCT Meeting Locations, above*]. The communication plan will be implemented following this meeting.

Examples of a Level 2: serious crimes on campus, major fires, death(s), partial infrastructure failure. THE KEY DIFFERENCE BETWEEN LEVELS 2 AND 3 IS LEVEL 2 HAS BEEN CONTAINED / OR WE HAVE PRIOR NOTICE AND *THERE IS TIME TO PLAN OUR COMMUNICATION STRATEGY*.

### ***Communication Steps for Level 2:***

1. EOCT gathers to discuss and determine communication message and targets.
  - Acquire confirmation of incident; gather info [details, location, severity, future threat]; what is the potential danger; fatalities/injuries/damages, malicious/accidental; arrest/suspect info and any injuries to the victim, etc. If suspect is student/staff, what recourse will be taken? Discuss evacuations, closings, etc. if warranted. If PPD is involved [or other agencies], determine what is allowed to be released to media together [i.e., what charges brought, by whom]. Confirm notification of death or injury to family, gather info about funeral/memorial both on/off campus, if appropriate.
  - No RISDA! for LEVEL 2 – RESERVED ONLY for LEVEL 3 EMERGENCIES.
2. EOCT discusses shared message to disseminate to various audiences.
3. MG crafts an email and provides it to those responsible for sending it out to specific groups [HR → staff; AA → faculty; SA → students], and those areas can customize it further for their audience[s].
  - If it needs to go to all three groups in a more timely fashion, Media Group will send out as one from a Media Group account [NOT the [risdalert@risd.edu](mailto:risdalert@risd.edu) - that's only LEVEL 3]
4. MG will post a message to same effect on emergency.risd.edu page and, if warranted, link from the [www.risd.edu](http://www.risd.edu) homepage. THIS IS NOT THE SAME AS THE "HOMEPAGE TAKEOVER" PROCESS IN A LEVEL 3 SITUATION.
5. MG will post on FB / Twitter with a message directing people to the [www.risd.edu](http://www.risd.edu) to check for updates.
6. Media Relations will prepare reactive media statement based on campus communication in case press calls are received.

## **LEVEL 3: COMMUNITY WIDE EMERGENCY - IMMINENT DANGER**

A community-wide emergency that disrupts the operations of the College and involves major damage or systems failure, or places the lives/safety of students, faculty, staff and guests in jeopardy. Level 3 emergencies impact not only the College, but possibly the surrounding community and beyond. EOCT commander will mobilize the EOCT and convene in the EOCC. The College Emergency Communication Plan will be implemented.

Examples of a Level 3: IMMINENT / ONGOING DANGER: severe, unexpected natural disasters, infrastructure disaster such as explosion / widespread extended power outages

with questionable outcome, infectious disease or serious acts of terrorism / uncontained hazardous spill, ARMED GUNMAN / HOSTILE INTRUDER.

**Communication Steps for Level 3:**

1. First call from the scene should go to Public Safety

**[STEPS 2 – 9 SHOULD TAKE PLACE WITHIN 5-10 MINS OF CONFIRMATION OF LEVEL 3]**

2. PS sends RISDA! alert!. Either the Chief or the supervisor on duty will send the first RISDA! alert!, and continue to send Alerts! with pertinent updates for the community as situation unfolds. The RISDA! alert! is the immediate trigger for the homepage takeover—Media will post the RISDA! alert's message on homepage until more detailed information can be provided. **NOTE: Media Group does not need to wait for anyone to call to direct a homepage takeover. If anybody in the MG sees that a RISDA! alert! has been issued with an urgent safety notification, he or she should notify AVP and/or Web Editor, so at that moment emergency communication plans can begin taking effect.**
3. PS Chief or supervisor will call the EOCT Commander.

**[The following steps may all take place after the initial response is underway and the situation has been controlled – safety will be the first priority]**

4. EOCT Commander alerts AVP or Web Editor of MG. [see MEDIA PHONE TREE, below]
5. EOCT Commander alerts President.
6. Chief of Public Safety sends RISDA! alert! to EOCT to convene in the EOCC (during regular business hours) or on the conference line (if the RISDA! alert! is sent outside of normal business hours)  
**1-800-501-8979,,,,4546100# (set up by Judy Tanzi in OIT)**
7. Media Group begins implementing emergency communications:
  - ACTIVATE homepage takeover, if it has not already been activated **[SEE APPENDIX 1, below]**
  - SEND a broadcast email from risdalert@risd.edu to [staff@lists.risd.edu](mailto:staff@lists.risd.edu), [faculty@lists.risd.edu](mailto:faculty@lists.risd.edu), & [students@lists.risd.edu](mailto:students@lists.risd.edu). Draw content from the message sent via RISDA! alert! and from any updates that have been posted to the homepage. Direct people to [www.risd.edu](http://www.risd.edu) homepage for further updates. **NOTE: the risdalert@risd.edu email account has been cleared by OIT to bypass the Student Affairs filter and go directly to the Student body.**
  - UPDATE institutional Twitter & Facebook accounts. All social media comms should be brief and serve primarily to drive traffic back to [www.risd.edu](http://www.risd.edu) for the latest and most accurate information.
8. Update the recording on x6100 with auto-attendant message to go to [risd.edu](http://risd.edu) for info – Rick Lescault is responsible as soon as he is contacted by Media Group, if he is unreachable, MG:
  - **For main 6100 line** – dial 401-454-6900. When system answers, dial \* [if on campus] or # [if you're off campus]. When the system says "Mailbox number

please," dial 6100 [pw = 7473]. Then dial 3, 1, 2 and record outgoing message. To remove, follow steps above to enter mailbox 6100 and dial 3, 1, 1 to delete greeting.

9. Send broadcast voicemail [direct-to-voicemail message] – Rick Lescault responsible as soon as he is contacted by Media Group; if he is unreachable, MG will handle:

- **Procedure for Recording Broadcast Messages**

- a. Dial **6900** (on campus) or **401.454.6900** (off campus). If calling from your own extension, proceed to step 2. If calling from any phone other than your desk extension, dial # (if you're off campus) or \* (if you're on campus) and the system will ask: "mailbox number please" Dial your own mailbox number and enter your mailbox.
- b. When in the main menu of your mailbox, dial **2** (send message) and record your message at the tone. Press # when you are finished recording.
- c. The system will then ask you to enter the destination box number. However, you can ignore this and press **1** to review your recording.
- d. The system will then say: "When finished, press #. To resume recording, press 5." Pressing 5 allows you to add to what you've already recorded. This is helpful for unusually long recordings. If you wish to re-record, press \*, otherwise, press #.
- e. Enter mailbox number **7000** and dial #. The message is now sent. You may disregard any other information you hear and hang up.

10. Set up [1-800-364-RISD], where a hunt group can be set up to answer calls if deemed necessary — EOCT will notify Rick Lescault in OIT who will set up the hunt group for incoming calls once he knows which location will be utilized.

Possible locations for call groups:

- f. IE phone-a-thon area;
- g. Carr Haus;
- h. Woods Gerry

The people manning the phones will be given instructions and canned responses to assist them in answering the incoming calls.

11. **EOCT gathers [WITH PRESIDENT] to determine next steps.**

- Discuss facts from scene, decisions, classes canceled, hotlines established, counseling, news conference in a few hours.

12. **MG/Media Relations alerts the Media** after determining whether a news conference and/or a written media alert with a statement of the facts is a more appropriate means of conveying the info. MG/Media Relations will determine when, where, how and which media will be contacted, who will supervise the conference, who will appear. Media statement may be proactively sent if surrounding community is in danger as well, since we are an urban campus.

- **Photography: MG/Media Relations** will determine the need to assign a photographer or videographer to document. For media inquiries, possible later litigation, documenting events. Determine whether appropriate to allow location shooting by TV and news photographers and who will accompany the media.
- **Other spokespersons: MG/Media Relations** will brief the EOCT, administrative personnel, and any other individuals who may serve as spokespersons or who might be made available to the media on the procedures

to be followed for the release of information and how to address public inquiry. **MG/Media Relations will** counsel this person in terms of appropriate ways to deal with the media and will provide key messages per crisis.

***[SEE APPENDIX 1 FOR MORE DETAILS ABOUT ALL COMMUNICATION VEHICLES AND STEPS]***

***Media Group Phone Tree: [TO BE DETERMINED BY MEDIA GROUP, NOT FOR EOCT]***

**Loss of telephone service.** In the event of weather situations, cell phones should be used in the event that landlines are down. NOTE: The Risk Manager and Telecommunications Manager should maintain a list of mobile phone numbers for key college officials and law enforcement agents.

**Loss of power, telephone and email systems.** In the event that all normal communication systems have been disrupted, RISD vehicles are equipped with loudspeakers to provide emergency instructions. If necessary, runners will be assigned to maintain communication with emergency response/support organizers.

There are five extension numbers in Prov/Wash that will continue to work if we lose power:

x6468 - Ed Renzi  
x6543 - Rick Lescault  
x6411 - John Maeda  
x6370 - OIT Computer Room  
x6795 - Monique Hauser

There are also three hard-wired Verizon lines on campus. These will also work if power is lost:

401.331.0520 - Public Safety Dispatch Office  
401.274.2147 - What Cheer Conference Room  
401.273.1309 - Prov/Wash 4th Floor Conference Room

**APPENDIX 1: Communication Vehicles Available**

<b>VEHICLE – in order of execution</b>	<b>AUDIENCE</b>	<b>ON POINT</b>
<p>RISD Alert! Emergency alert system</p> <p>*emails, texts, voicemails to cells, office, home phones depending on set preferences</p>	<p>All subscribers</p>	<p><b>Public Safety – Chief Bilodeau</b> or whoever is on scene for LEVEL 3</p> <p>*Also use RISDA!ert! text to convene EOCT on emergency conference line</p>
<p>Web postings to emergency.risd.edu</p> <p>[OR Home Page takeover in Level 3 situation and then post]</p>	<p>General public – anyone with internet access</p>	<p><b>Media Group:</b>            Brian Clark, AVP, Communications            Susan Curran, Web Editor            Eric Meier &amp; Lisa Segura, Web Technologies (Interactive Media)</p>
<p>Campus-wide email blast from separate Administrative Divisions or from Media account <a href="mailto:risdalert@risd.edu">risdalert@risd.edu</a></p>	<p>Students, faculty, staff*</p> <p>*for people not updated in the true Alerts! System; to cover all bases</p>	<p>If separate emails use:            HR → staff;            AA → faculty;            SA → students.</p> <p>In true emergency situation, the following people may blast faculty/staff/students via the <a href="mailto:risdalert@risd.edu">risdalert@risd.edu</a> account:            Becky Bermont, Brian Clark, Jaime Marland, Eric Meier, Susan Curran, Ken Bilodeau, Ed Renzi</p>
<p>Institutional Twitter &amp; Facebook status updates</p>	<p>All followers</p>	<p><b>Media Group:</b>            J.Marland, B.Clark, S.Curran, L.Silander, D.Mancuso</p>
<p>Campus direct-to-voicemail message</p>	<p>Staff, res halls, students on campus</p>	<p><b>OIT:</b>            Rick Lescault</p> <p>J.Marland has instructions / authorization as well</p>

Phone hotline recording <i>1-800-364-RISD</i> <i>*same as x6100</i>	General public – anyone who calls	<b>OIT:</b> R. Lescault changes message on x6100 to a recording directing people online if Level 3  Also put the 1-800 # on emergency page. Phone banks in IE, Carr Haus for a hunt group.  If power is out, there are 12 marked emergency phones on copper lines that will be live.
Board of Trustees communication	Trustees	Trustee Office/President's Office: Molly Garrison should devise strategy
Email to parents	Parents	<b>Student Affairs:</b> Jerri Drummond strategy
Media alert / news conference	Media and general public	<b>Media Group:</b> J.Marland, B.Bermont
Email to alumni via iModules system	Alumni in database	<b>IE/Alumni Relations</b>
Brown sirens or PS trucks	On campus, general public	<b>Public Safety</b>
CE Link	All registered CE students	<b>CE:</b> D.Abanilla
RISD Museum website	All visitors	Museum should devise strategy that aligns with this