

Arkansas State University - Jonesboro

Effective Date: 07/01/91

Number: 06-18

Section: University Advancement

Subject: Crisis Communication

The Office of University Communications should be contacted immediately when any situation arises which might call for an official explanation or public response. The Office of University Communications shall communicate with appropriate university officials before preparing any official statement or response regarding any emergency or policy statement. In the case of death, the university shall notify next of kin before releasing victims' names. In the event of a campus crisis that occupies the time and attention of key university personnel who would normally provide media interviews, all public communications shall be coordinated and released in a timely fashion through the director of university communications.

Reviewed 06/24/13.