

# COMMUNICATING IN A CRISIS

When crisis occurs within your fraternity community, there is little time to think about a plan to manage the situation. It's important to have those resources in place and the support you need to navigate the storm.

In partnership with our professional PR firm, the NIC can work with the IFC to manage communication and media relations if crisis arises. Think of it like AAA roadside service when your car breaks down – for your fraternity community. We provide expertise in a time of urgency – when you need it most.

If your fraternity community experiences the following issues, reach out to the NIC communications team for assistance in navigating media inquiries or crisis communication:

- Questions from media/reporters
- Injury/death of a member or guest
- Sexual misconduct
- Hazing-related incident or allegations
- Intolerance-related incident or allegations
- Alcohol/drug-related citations or hospitalizations
- Major fight or incident of violence involving multiple chapters

## HOW CAN WE HELP?

No IFC or council President or PR officer should feel like they are on their own. We are here to help.

The NIC can collaborate with you, your IFC advisor, and/or university relations office to assist in navigating crisis communication in a responsible and timely way.

Our ultimate goal is to ensure the safety of your members and to protect the operation and reputation of the fraternity community and its members.

## WHO DO I CONTACT?

Reach out to the NIC PR team at: [pr@nicfraternity.org](mailto:pr@nicfraternity.org)