

Crisis Management Plan.

Crisis happens when you least suspect it. We are here to assist.

Planning **before** a crisis is necessary for successful management of the challenge. Having an established protocol will allow for less confusion, more confidence and a unified team.

DEVELOPING YOUR PLAN BEFORE A CRISIS

- The NIC is here to **assist**
 - Field media outreach
 - Evaluating the situation
 - Draft/proof potential statements
 - Communicate with inter/national headquarters
- We are happy to partner with campus advisors and in case of media related statements, the university's communication department.
- Much of what we do is to help minimize any media scrutiny on the IFC, your chapters and individual leaders like you.

SAMPLE MEDIA PROTOCOL

- In the event you receive any media inquiries:
 - Designate a **point person** (likely the IFC President)
- Be courteous to the reporter
- If you expect media attention on your campus, to not draw attention to yourself, don't wear your organization's letters during the time of media scrutiny or IFC gear.
 - If **approached** and not the point person, have members say, "I don't have information or an opinion to share but suggest you contact [point person]."
 - **Share with the reporter** the point person's contact information.
 - *If you are not the point person, be sure to let him know that you referred the reporter to him for comment. Try to provide the reporter's name and news outlet to assist the point person in preparing.*

Advancing fraternity.

The mission of an Interfraternity Council (IFC) is to foster a healthy and vibrant fraternity community on campus and provide interfraternal leadership and positive change. nicfraternity.org/ifcsop



- No members should provide further statements to the media (but **do not use the phrase “no comment”**), just refer inquires to the point person.
- Recommend that members refrain from commenting/posting on social media about the situation.

POINT PERSON MEDIA GUIDANCE

- Above all, be **respectful and courteous**
- When an interview request comes in, politely communicate that you will get back to the reporter shortly, but that you’d like the **following information before responding**:
 - Reporter name and media outlet
 - Contact information (both phone and email)
 - Nature of inquiry (what is the overall story about?)
 - Deadline
- Refrain from providing any personal comment on the situation – **you are always on the record** even if off mic/camera or if you’ve indicated your comments are informal.
- It is OK to respond in a written statement or email.

QUESTIONS?

The NIC is available to discuss and review responses. Email us with details and your contact information.

- NIC Support: PR@nicfraternity.org