



Public Relations During an Emergency Situation



During an emergency situation the University Public Information Officer will interact with the media. Direct all request by media for interviews to the Emergency Command Center.



If You Are Approached by the Media during a Crisis Situation:



- Avoid answering “No Comment” to questions. This makes it appear that information is being concealed.



- Instead of giving a statement to any media, please advise that they must direct questions to the Public Information Officer.



- Do not speculate about who is at fault or the extent of the damage. Do not state anything that may need to be retracted later.

