



**TAU KAPPA EPSILON
CRISIS COMMUNICATION PLAN**





WHAT SHOULD I DO?

A STEP-BY-STEP GUIDE

When a situation arises that has the potential to become a crisis, you need to follow these steps in order:

1. Assess the situation
 - a. Contact Emergency Services as needed
 - b. Take action to minimize injury and/ or property damage
 - c. If you perceive a threat or one is in progress, DO NOT take the law into your own hands – contact local law enforcement immediately
2. Ensure those needing attention are being cared for
3. Pull out this document and review it all
4. Immediately fill out and submit an Incident Report Form (on page 3, in the back of this booklet, or online at tke.org) with all appropriate parties
5. Contact the TKE Headquarters Staff (tkeogc@tke.org, 317.872.6533) with Incident Report in hand
6. Pull together your Crisis Team (found on page 5)
7. Have your Prytanis or Epiptyranis contact the OGC Communications staff to appoint spokesman and train for media inquiries
8. Document everything (including incident report form) with as many details about the situation and events leading to/ after issue
9. Create Key Messages (found on page 6)*
10. Document each contact with media (more on page 6)
11. Create a small communication plan, including timeline, for information sharing to media, campus professionals, etc.*
12. At the end of a crisis, call a meeting of the Crisis Team to determine what went wrong, what went right, and what to do differently next time



* Assistance on this step is offered by the OGC Communication and Regional Staff.

** Please review the importance of a Crisis Communication Plan on the next page for further instruction on first steps.

THE IMPORTANCE OF A CRISIS COMMUNICATION PLAN

To apply it to your situation, you will undoubtedly need to adjust some of the components and add incident-specific information.



This Document should be the first thing you look to if you even suspect a crisis has taken place involving TKE.

In emergencies, what causes embarrassment, humiliation, and unnecessary litigation are lack of action followed by panicky "spin-doctoring."

Here are some trust-building, credibility-fixing behaviors: Contacting TKE Headquarters is priority #1!

Call a chapter-wide meeting (with alumni advisors)

- Assess the situation, get all facts on the table
- Ask for input on how to address, media, school, etc.
- Discuss a plan of action and stick to it
- Appoint one spokesman to contact TKE Headquarters to develop responses for media and alumni
- Have every other member point all inquiries to this spokesman
- Avoid gossiping around campus

Cooperate with media

- Ask for their name, publication (or campus office), & contact info (email, phone)
- Give them a definitive time you will contact them to address their questions
- Contact TKE Headquarters to discuss plan on handling media/ campus questions

Do Not:

- Answer questions and allow others to do so immediately following the situation
- Lie
- Admit responsibility or guilt
- Shift blame
- Use inappropriate language
- Use Inflammatory statements



INCIDENT REPORT FORM

Please make copies of the form provided in the back of this manual for actual use. Available online at tke.org under the Risk Management Tab. For electronic submission of this form, please email tkeogc@tke.org.

Omega Omega University of Arizona - Lake Havasu City
Chapter Name School Name

135 University Drive, Lake Havasu City AZ 86403 **John Johnson, 602-333-4444**
Chapter Address Chapter (Prytanis) Phone Number

John Johnson **Prytanis**
Person Making Report Your Title or Relationship to Fraternity

111 University Drive, Lake Havasu City AZ 86403 **602-333-4444**
Your Address Your Phone

jjohnson@ualakehavasu.edu **johnnyl@gmail.com**
Your University Email Your Personal Email

12/12/2011 **3:00AM** **12/13/2011**
Date of Incident Time of Incident Date Reported to Headquarters

12/14/2011
Date Reported to Insurance Co.

135 University Drive, Lake Havasu City AZ 86403 **X**
Location and Street Address of Incident On Premises Off Premises

Yes, it was a "bring your own" party.
Was there alcohol present or involved in this incident? (Describe)

Description of What Happened & Who was Involved (Use additional page if necessary, be as detailed as possible)

A member was drinking heavily during the evening of 12/11 to the early morning of 12/12. A group of us decided he had enough and forced him to go to his room. We heard a loud bang from outside and when we exited the house saw the member in question had fallen from his second floor room. We immediately called 9-1-1. We noticed blood coming from his mouth and right arm. After further inspection, we saw he had bit his tongue, chipped a tooth and appeared to have broken his right arm. Laying next to him was bed sheets. We asked him what happened and he indicated he was trying to get out of his room through the window with the sheets tied to a bed post. The post snapped and he fell. Paramedics came to the scene, treated his wounds, and transported him to the hospital for x-rays on his arm. We followed the ambulance to the hospital and waited in the waiting room for him to be discharged. After receiving a cast and a couple stitches in his mouth, he was released to us. We went home and filled out this report with everyone we could.

Date Submitted to Insurance Company _____

Bob Smith

Injured Person(s) Name(s) *Use additional pages as necessary*

135 University Drive **Lake Havasu City AZ 86403**

Street Address City/ State/ Zip

520-113-1122 **20** **Male**

Phone Age Sex

bsmith@ualakehavasu.edu **bobbyl5@yahoo.com**

University Email Personal Email

Member Non-Member *(Please circle one)*

Community Service Committee Chairman **Member**

Role in Chapter Relationship to TKE

John Johnson

Witness(s) Name(s) *Use additional pages as necessary*

111 University Drive **Lake Havasu City AZ 86403**

Street Address City/ State/ Zip

602-333-4444 **22** **Male**

Phone Age Sex

jjohnson@ualakehavasu.edu **johnnyl@gmail.com**

University Email Personal Email

Member Non-Member *(Please circle one)*

Prytanis **Member**

Role in Chapter Relationship to TKE

Injured Person(s) Name(s) *Use additional pages as necessary*

Street Address City/ State/ Zip

Phone Age Sex

University Email Personal Email

Member Non-Member *(Please circle one)*

Role in Chapter Relationship to TKE

Sandi Mack

Witness(s) Name(s) *Use additional pages as necessary*

555 Broadview Lane **Lake Havasu City AZ 86404**

Street Address City/ State/ Zip

480-888-5432 **21** **Female**

Phone Age Sex

smack@ualakehavasu.edu **sandimack@aol.com**

University Email Personal Email

Member Non-Member *(Please circle one)*

Chapter Sweetheart **Friend**

Role in Chapter Relationship to TKE

Lee Swanson, Chapter Advisor

6226 Cactus Drive, Parker, AZ 85344

928-612-9638

Contact at Chapter

Address

Phone

lee.swanson@netscape.com

Contact University Email

Contact Personal Email

Was a Police Report Made: Yes No

IF YES:

Arizona Department of Public Safety

928-555-5556

Police Department

Police Department Phone

Kenny Samson

AZ124578

Officer Name

Report #

Lee Swanson **928-612-9638**

lee.swanson@netscape.com

Chapter Advisor Phone

Email

6226 Cactus Drive, Parker, AZ 85344

Street Address



THE CRISIS TEAM

Complete this table in advance of any potential crisis and update it regularly (as officer/ volunteer positions change). Make a photocopy of this page and, after filling it out, distribute copies of the team members to the entire chapter/ colony.

John Johnson		
Chapter Prytanis 602-333-4444	jjohnson@ualakehavasu.edu	johnny1@gmail.com
Phone	University Email	Personal Email
Fred Tate		
Chapter Pylortes 602-963-7418	ftate@ualakehavasu.edu	tater@gmail.com
Phone	University Email	Personal Email
Lee Swanson		
Chapter Advisor 928-612-9638	swansonl@absbrakes.com	lee.swanson@netscape.com
Phone	Work Email	Personal Email
Greg Widdle		
Board of Advisors Chairman 928-852-7913	greg.widdle@ualakehavasu.edu	gregw_boa@yahoo.com
Phone	Work Email	Personal Email
Ted Spicer		
Standards Coordinator at OGC 317-872-6533	spicert@tke.org	tkestandards@yahoo.com
Phone	Work Email	Personal Email
Sam Swanson		
Regional Director 317-258-9512	swansons@tke.org	tkeregion4@gmail.com
Phone	Work Email	Personal Email
Tom Best		
Associate Regional Director 317-669-7321	best@tke.org	tkeregion4@gmail.com
Phone	Work Email	Personal Email
Chris Tanner		
Director of Communication 317-427-1470	tannere@tke.org	tkecomm@aol.com
Phone	Work Email	Personal Email



TKE MEDIA POLICIES & PROCEDURES

KEY POINT #1: Before Responding to Media – Contact the TKE Headquarters

- Utilize your Crisis Communication Team on Page 5 and contact each member of the staff listed
- Have the Incident Report Form in hand for the conversation
- Have all Media Contacts who have inquired on one sheet

KEY POINT #2: TKE & You will develop a Plan

**The information below is intended for preparation and guidance only*

- After analyzing the facts of the situation, TKE will help you develop information you can and cannot release
- You will create a sheet with prepared statements specifically for this incident
- You will be coached on how best to respond to standard and inflammatory questions

KEY POINT #3: You are in charge of controlling the message

- You need to be proactive and tell the truth (according to the guidelines agreed upon)
- You need to be sympathetic and not trash other organizations (Greek or otherwise)
- Never speculate on circumstances or say information you don't know

KEY POINT #4: Prepared Statements – what to say or more info on TKE

- TKE is the world's largest college social fraternity
- We have more than 280 chapters and colonies in North America (verify number on tke.org)
- TKE aims to “Build Better Men to Build a Better World”
- TKE was founded January 10, 1899 at Illinois Wesleyan University in Bloomington, Illinois



- Members of Tau Kappa Epsilon value scholarship, character, leadership, teamwork, service, and brotherhood. We aim to make a positive difference in society, and become better people in the process.
- TKE's vision is to create lifelong relationships that enhance educational, interpersonal, community and professional success.
- TKE's mission is to aid men in their mental, moral, and social development for life.
- TKE contributes to the advancement of society through the personal growth of our members, and service to others.
- More information can be found on tke.org.

KEY POINT #5: Key Messages

Key messages are simple, declarative statements that anyone could understand. If we make the assumption this is sad scenario, here are some example key messages:

**Please note these are examples. Your communication plan will be developed with the correspondence between the OGC and you.*

- This is a tragedy. There is no other word for it.
- Our thoughts and prayers are with the family and friends.
- We are proud of every member in TKE.
- We are conducting an internal investigation and will release information at its conclusion.
- We are cooperating fully with the law enforcement, campus administrators and our international headquarters staff.

WHAT NOT TO SAY:

- No Comment. (This implies you have something to hide and reporters will dig harder)
- I don't know anything about this.
- We really screwed this one up.
- I'm sorry.

KEY POINT #6: Handling Media Interviews

When the media gets wind of a story involving fraternities, they immediately jump to it. As a result, you need to be prepared, anticipate questions, and be professional.

**Please note by contacting the Communication Team at the OGC, you will be advised on all of these.*

Some of what you will encounter are common media traps like:

- Ambush Interview – They will show up on your campus/ at your house unannounced or call your number asking for an interview right then.

Avoid this by taking control – ask for their name, contact information and what questions they have. From there you can tell them you will call back and immediately call the OGC Communication Staff.

- Emotional Sensationalism – Reporters looking to exaggerate the emotional value of a story for the sake of drama. Typically this will come in the form of overstating the negative impact of the story.

Avoid this by sticking to key messages (such as the example given in key #5 and those agreed upon by the Crisis Team).

- Credibility Destroyers – They will ask questions challenging your credibility to show the organization in a negative light.

Avoid this trap by bringing the conversation back to the issue at hand – “We’re here to talk about XYZ.”

- Internal Whistle Blowers – Reporters talk to disgruntled former members or other “confidential” sources to get the scoop and ask you about facts they gathered.

Avoid this trap by telling the reporter: “Many people think they have all the information, but the fact is we are still gathering everything. You can check with the police or campus administration, but this investigation is still ongoing.”





TKE PRESS RELEASE SAMPLE NEW RELEASE

Tragedy Strikes as TKE Member is Killed in Auto Fatality

FOR IMMEDIATE RELEASE

LAKE HAVASU CITY, Ariz. (Sept. 10, 2011) – Tau Kappa Epsilon member Bobby Charles, a sophomore attending the University of Arizona-Lake Havasu City, was reportedly struck and killed by an automobile on Wednesday, September 9 while vacationing. The accident did not occur in conjunction with a TKE event, and UALHC does not begin fall classes until September 21.

“Our thoughts and prayers are with Bobby’s family and the members of our chapter right now as they begin to deal with this tragedy,” said Thomas McAninch, Director of Communication at TKE. “We are deeply saddened each time a Teke passes away, especially one who had just begun his journey in life. He will be sorely missed by his fellow Fraters.”

The Omega-Omega Chapter of TKE at the University of Arizona-Lake Havasu City was recently recognized as a Most Improved Chapter in 2009-10, has performed more than 1,400 hours of documented community service hours and raised more than \$4,500 for several charities in the local community.

(Continued on Page 10)

Tau Kappa Epsilon is a brotherhood of men who support each other's mental, moral, and social development. Since its founding in 1899, more than 255,000 men of good character have become members. We currently operate Chapters and Colonies on 284 college campuses across the United States and Canada, which makes TKE the largest college social fraternity in the world.

Members of Tau Kappa Epsilon value scholarship, character, leadership, teamwork, service, and brotherhood. We aim to make a positive difference in society, and become better people in the process. TKE builds better men to build a better world.

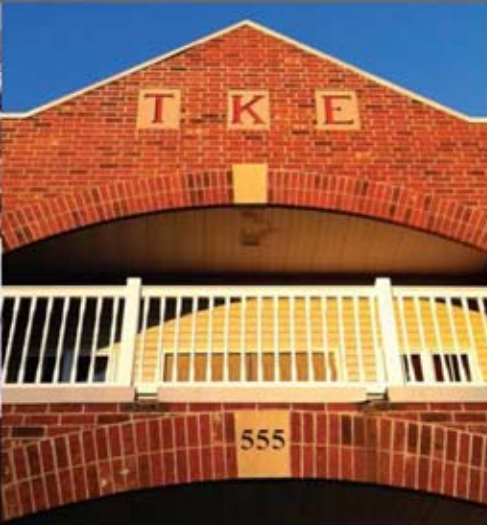
For more information, please contact:

Thomas McAninch
Dir. of Communication
Phone: 317.872.6533
Email: tmcaninch@tke.org

John Smith
President, Omega-Omega Chapter
123.456.7890
jsmith@google.com

**Please note, this is an example and should be modified from this to an agreed upon release by the Offices of the Grand Chapter Staff and you. This is for teaching purposes only.*





TAU KAPPA EPSILON FRATERNITY
INTERNATIONAL HEADQUARTERS

7439 Woodland Drive Indianapolis, IN 46278

Phone: 317.872.6533 Fax: 317.875.8353 • Email: tkeogc@tke.org