

Public Relations Emergency

A. TO BE STRUCTURED BY UNIVERSITY ADVANCEMENT in relationship with the President's "Critical Incident Response Team" [CIRT].

By their very nature and circumstances, many and varied incidents that occur on a University campus present themselves as news worthy or public relations emergencies. The Department of University Advancement will be an integral member of the Operations Echelons involved in this program.

Included in this portion of this document will be:

- Development of messages and channels of communication to the various constituents (including the news media) associated with the event.

Assurance that all privacy laws and Minnesota Public Records law are obeyed.