



**A Crisis Communication Plan Outline**

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Point Park University

Social Media Crisis and Communications PRAD435

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## Introduction

**Company Name:** Campus Activities Board (CAB)

**Location:**

**Mailing Address:** Point Park University  
201 Wood Street Pittsburgh, Pennsylvania, 15222

**Office Location:** Point Park Student Center  
Second Floor Room 204

**Hours of Operation:**

The hours of operation are dependent on the executive board's scheduled office hours for that semester. For consistent hours, Student Activities, Involvement, and Leadership, who CAB is under can be reached Monday through Friday 10am through 6pm.

**Programs and Services:**

- Provides students and the Point Park University community with between eight to ten events a month.
- Market these events around campus and through social media.
- Provide hands-on learning for executive and general board members for things like event planning and marketing creation.
- Give students leadership experience in university

**Mission Statement:** The main goal of CAB is to provide the students of Point Park with quality activities that promote fun, personal development, learning, school spirit, and pride, and foster an atmosphere conducive to social interaction among their peers.

**Key Audiences:**

- **Internal:** Point Park faculty, staff, and students; on campus student clubs and organizations who we may and or have partnered with; Point Park Student Media; Student Activities, Involvement, and Leadership Office.
- **External:** External vendors from pasting bookings; media outlets in the Pittsburgh area.
- **Other:** Point Park alumni, especially those who were a part of CAB (external); police, fire and ems officials (external); Surrounding universities and colleges.

## **Potential Crises Scenarios for CAB**

This list includes a list of possible internal and external crises that could impact CAB

### **Internal Crises:**

- Injury to an attendee at an event
- Contract Violation (not following through with either external or internal partners)
- Inappropriate behavior from executive board members (i.e. laziness, harassment, dismissive or rude attitude)
- Rumors about CAB or any of CAB's members (This can be both general and executive board members)
- Harmful information on marketing (Misinformation or disinformation that can promote harmful stereotypes or is overall offensive printed and hung up with CAB's name on it)
- Plagiarism by CAB (From anyone within CAB taking someone else's or another organization's ideas, events or marketing, knowingly)
- Financial disaster (i.e. misuse of funds, fraud, unmanaged budget)
- Health and safety violations (By members of CAB at events, especially with food or beverages)

### **External Crises:**

- Natural disaster, especially related to outdoor events
- Crimes in the downtown Pittsburgh area
- Violent threats made against CAB, the university, or an individual
- Harm to students at an off campus event hosted through CAB
- Death of a student at a CAB event
- Bad review of an event posted online, or within a student media organization
- Claims of disorderly conduct from a CAB member at an event
- Lawsuits from an external party (i.e. contract dispute)

## Crisis Communication Team

**Functional Roles and Responsibilities:** Below are the functional roles and responsibilities of key members of CAB's crisis communication team. Listed under each a checklist of duties for before, during, and after a crisis.

**\*These positions change yearly**

### **Director of Student Activities, Involvement and Leadership and Student Center (CAB's advisor)**

- Assemble necessary directors from any related departments
- Determine whether crisis is internal or external
- Can make executive decisions during the crisis
- Act as the main spokesperson throughout the crisis
- Approve and messaging made by the Vice President of Marketing
- Assign task to members of the crisis team
- Be available for communication and to help 24/7
- Work with everyone to evaluate and learn from the crisis

### **Point Park University Leadership (i.e President, Vice Presidents, Provost)**

- Assemble necessary executive members from the university
- Assess how far the crisis has spread
- Oversee all aspects of the crisis (messaging, monitoring, etc.)
- Prepare all spokespersons
- Help create messaging materials
- Take on and delegate task to the rest of the team

### **Executive Director\***

- Connect with university higher ups and advisor
- Work with the rest of the team to stay up to date
- Assess potential impacts of the crisis
- Approve and assist in messaging
- Assist with tasks related to their field
- Be available for communication and to help 24/7
- Work with everyone to evaluate and learn from the crisis

### **Vice President of Marketing\***

- Connect with university higher ups and advisor
- Work with the rest of the team to stay up to date

- Start to formulate a holding statement (This would be approved by the university)
- Monitor social media activity
- Be prepared to create any messaging based on needed communication
- Be available for communication and to help 24/7
- Work with everyone to evaluate and learn from the crisis

#### **Vice President of Programming\***

- Work with the rest of the team to stay up to date
- Contribute ideas
- Assist with tasks related to their field
- Assist VP of marketing in monitoring social media activity
- Be available for communication and to help 24/7
- Work with everyone to evaluate and learn from the crisis

**Secondary Team Members:** These members may not be necessarily baked on the situation.

- **The rest of CAB executive board:** Administrative Coordinator, Financial Coordinator, Membership Coordinator, Graphic Design Coordinator, Advertising Coordinator, Social Media Coordinator, Pioneer Series Coordinator, Special Events Coordinator, Spirits and Traditions Coordinator, Outing and Adventures Coordinator
- **Point Park Departments:** Finance and Operations, Marketing and Communications, University Police, Legal Teams

#### **Key Contacts**

<b>Position</b>	<b>Name</b>	<b>Phone</b>	<b>Email</b>
Director of Student Activities, Involvement and Leadership and Student Center (CAB's advisor)	Keely Sapienza	412-392-4793	ksapienza@pointpark.edu
Executive director*	Thea Smith	724-470-327	tcsmith1@pointpark.edu
Vice President of Marketing*	Harmony Sheftall	901-831-0458	hrsheft@pointpark.edu
Vice President of Programming*	Morgan Chernay	724-963-6908	mmchernay@pointpark.edu

**\*These positions change yearly**

### **Communication Resources and Tools**

CAB does not currently have their own communication or social media policy. It is highly suggested that they create one as soon as possible designed specially for them to reference during any potential future crises. Since the organization is a part of Point Park University it is expected that they follow Point Park University's Handbook policies (updated yearly).

Full policies can be read here: [Point Park University Handbook](#).

#### **Code of Student Conduct:**

##### **Statement of Purpose (Page 54)**

“Any campus student conduct system must have, at its core, the intention to adhere to the fundamental rights and responsibilities inherent in scholarly inquiry, civil discourse, and intellectual rigor. No university community can exist if these values are not safeguarded and explored, free from violence and bias. With this in mind, the University has set forth reasonable expectations and standards of behavior in the Statement of Community Responsibilities and Expectations. The goal of this statement is to put in place the community’s procedures for resolving conflict, educating community members as to standards of interaction, and, if necessary, removing from our community those who will not adhere to these standards.”

##### **Retaliation (Page 56-57)**

Point Park University strictly prohibits retaliation against any individual who reports a violation of the code of conduct, participates in an investigation, or supports someone involved in the reporting process. Retaliation undermines the integrity of the University’s commitment to safety and accountability and will result in disciplinary action.

*Retaliation includes, but is not limited to:*

- 1) Threats, intimidation, or harassment
- 2) Adverse academic, professional, or social actions
- 3) Exclusion from activities, events, or group participation
- 4) Attempts to discourage reporting or participation in an investigation

##### **Offenses Related to Persons are committed when a student or student Organization (Page 58)**

- 1) Intentionally or knowingly, and without authority or consent, limits or restricts the freedom of a person to move about in a lawful manner.
- 2) Uses intimidation, verbal abuse, threats, harassment, coercion, and/or any other conduct which causes a person to be fearful of physical harm or threatens or endangers the health or safety of a person.
- 3) Physically abuses, assaults, or injures another person.
- 4) Intentionally slanders or libels another person.

- 5) Obstructs or interferes with another person's civil rights.
- 6) Commits an act of sexual misconduct.
- 7) Sexually harasses another person.
- 8) Exhibits behavior of any kind that imperils or jeopardizes the health and safety of any person or persons. This includes any action which could be injurious to self or others.
- 9) Violates the University's Anti Hazing Policy.
- 10) Commits any act prohibited by this Code or University policy because of a person's race, ethnicity, religion, color, national origin, sex, age, ancestry, disability, veteran status, sexual orientation, height, weight, genetic information, marital status, gender identity, caregiver status, or familial status.
- 11) Creates a hostile educational, living, or work environment through harassing or other bullying behaviors.
- 12) Uses verbal and/or written communication that is persistent, excessive, offensive, or unwanted which causes a person to feel uncomfortable, annoyed, or harassed.
- 13) Deliberately and publicly exposes one's intimate body parts, publicly urinates or defecates, and/or commits public sex acts.

**Offenses Related to Property are committed when a student or student Organization (Page 58-59)**

- 1) Knowingly, and without consent or authorization, has in his or her possession property of another person or the University.
- 2) Knowingly, and without consent or authorization, removes, uses, misappropriates, or sells the property of another person or the University.
- 3) Damages or destroys property owned or in the possession of another person or the University.
- 4) Obtains property owned by another person or the University, by misrepresentation or fraudulent means.
- 5) Enters property or uses facilities of another person or the University without consent or authorization.
- 6) Gambles as prohibited by the laws of the Commonwealth of Pennsylvania. Gambling may include raffles, lotteries, sports pools, and online betting Activities.

**Offenses Related to the Operation of the University are committed when a student or student organization (Page 59)**

- 1) Fails to comply with the directive(s) of a classroom instructor or causes disruption of the classroom atmosphere; including but not limited to the classroom, fieldtrips, group projects, and digital correspondence.
- 2) Abuses or damages University property by using it in a manner inconsistent with its designated purposes forges, alters, possesses, duplicates, or uses documents, records, keys, or identification improperly.
- 3) Forges, alters, possesses, duplicates, or uses documents, records, keys, or identification improperly.
- 4) Falsifies records, or submits false information or records to a University official or office.

- 5) Fails, without just cause, to comply with the lawful directions of a University official acting in the performance of his or her duties and authority.
- 6) 7) Refuses to respond to a legitimate request to report to a University official. Fails to present University identification upon request by an authorized University official.
- 8) Purports to represent the University or another person in the University community improperly and without authorization.
- 9) Intentionally obstructs the operation and functions of the University.
- 10) Knowingly, and without consent or authorization, misuses or misappropriates services provided by the University.
- 11) Violates any other published University policy or regulation.
- 12) Exhibits conduct unbecoming a University student.
- 13) Creates a false alarm, report or terroristic threat involving the University in any capacity.

**Offenses Related to Welfare, Health, or Safety are committed when a student or student organization (Page 59-60)**

- 1) Violates the University's Weapons Policy by possessing or manufacturing firearms, explosives, dangerous weapons, or other articles or substances injurious to persons or property. This includes both on campus and off campus.
- 2) Falsely reports a fire, activates emergency warning equipment, or communicates false information regarding the existence of explosives on University property.
- 3) Refuses to vacate buildings, sidewalks, driveways, or other facilities of the University when directed to do so by an official of the University having just cause to order, unless official government actions are declared.
- 4) Abuses, misuses, removes, or damages fire or safety equipment.
- 5) Uses, possesses, or distributes illegal drugs and other controlled substances or drug paraphernalia in violation of the law and/or the University's Drug Policy.
- 6) Uses, possesses, or distributes alcoholic beverages or paraphernalia in violation of the law and/or in violation of the University's Alcohol Policy.

**Offenses Related to the University Student Conduct System are committed when a student or student organization (Page 60)**

- 1) Attempts to intimidate, coerce, or influence a person by any means in an effort to discourage or prevent his/her use of, or participation in, any student conduct process or proceeding attempts to influence the impartiality of any member of a student conduct body prior to, or during, the course of a student conduct proceeding.
- 2) Fails to respond to the summons of a student conduct body or official.
- 3) Knowingly falsifies, distorts, or misrepresents information before a student conduct body.
- 4) Disrupts or interferes with the orderly conduct of a student conduct proceeding.
- 5) Knowingly institutes a student conduct proceeding without proper cause.
- 6) Fails to complete student conduct sanctions by the stated deadline or violates the terms of any student conduct sanctions imposed in accordance with this code.

7) Influencing or attempting to influence another person to commit an abuse of the Code of Student Conduct system.

### **Political Activities (Page 36)**

Point Park encourages the interests of its students who wish, as citizens, to work for the advancement of our society; however, the University will remain neutral on political issues. Any organized activities or speakers must be approved by the Office of Student Affairs.

### **School Closing and Critical Announcements (Page 39)**

Website: [University Homepage](#)

Website: [PointALERT](#)

In the event of a school closing or delay, the information will be posted to the home page of the University's website, as well as on all major local radio and television stations. In addition, the University's PointALERT Emergency Notification System sends alerts to students, faculty, and staff who have registered for the service, when needed for campus emergencies and weather alerts, including school closings and delays. PointALERT is a mass notification system that alerts the campus community by text message, email, Twitter, and Facebook, as well as RSS feed on the Point Park University home page. PointALERT is a completely voluntary and free service. For more information, including how to register for PointALERT, consult the website.

### **Social Media & Online Behavior Policy (Page 41-43)**

The Code of Student Conduct may be applied to academic and non-academic behavior conducted online, via email, or other digital medium. Students should also be aware that online postings such as blogs, web postings, chats, and social networking sites are in the public sphere and are not private. These postings can subject a student to allegations of conduct violations if evidence of policy violations is posted online. The University does not regularly search for this information but may take action if and when such information is brought to the attention of University officials. Point Park University has a unique student body with a unique point of view. You are encouraged to embrace social media as a means of expressing your ideas and featuring your work. This policy outlines several key points to remember as you participate in online communities.

#### **Blogging/Vlogging**

- You are legally responsible for your blog/vlog posts, both as an administrator and as a commenter. This means that you may be subject to liability if your posts are found to be defamatory, harassing, or in violation of any other applicable law. A good rule of thumb is to follow the Code of Student Conduct when you blog/vlog, or comment on a blog/vlog.
- In general, posts are open to public viewing. If you feel even slightly uncomfortable with something you are about to publish, don't shrug off that feeling. Review this policy, try to figure out what it is that bothers you about the content, and then fix it. Students whose posts are found

to be defamatory, harassing, or in violation of any other applicable law or University policy may be subject to disciplinary action. Social Networking Sites (TikTok, Twitter, Facebook, Instagram, Snapchat, LinkedIn)

- Even when your profile is private, the information you post can easily be made public with a simple screenshot. Be smart about what you publish. Once you put something online, you cannot take it back.
- If something gives you pause before you post it, take a moment to consider why you might be hesitating. Be sure you feel completely comfortable with the content you are sharing on social networking sites.
- Not only can your friends read and see everything you post, but so can your parents, grandparents, teachers, mentors, and even potential employers. Conduct yourself accordingly. Students whose posts are found to be defamatory, harassing, or in violation of any other applicable law or University policy may be subject to disciplinary action. Content Sharing Web Sites Intellectual property, including copyrighted materials, trademarks, patents, designs, music, photography, film, video, choreography, or theatrical works, is bound by the same rules and regulations online as it is offline. Intellectual property belongs to the copyright owner, who has the sole right to grant permission for its use, whether it is for a television broadcast or a YouTube video. Below are some resources to help you develop your online content without misusing intellectual property.
- Check out Creative Commons ([creativecommons.org](https://creativecommons.org)) if you are interested in using someone else's copyrighted material, or licensing your own material to share with others. Creative Commons is a global nonprofit organization which provides free licenses and other legal tools to mark creative work with the freedom of use the creator wants it to carry, so others can share, remix, and/or use it commercially.
- The music in [YouTube Studio's audio library](#) is free to download and use, subject to YouTube's terms and conditions.
- A number of online image libraries exist which provide a large bank of photographs that you can use freely or for minimal cost. A great example is [freeimages.com](https://freeimages.com)
- If you're quoting a source, be sure to cite the appropriate reference. There are a number of styles that you can follow, but the point is to give credit where it is due. Students who post materials protected by copyright, including research, photography, music, film, video or recordings of performances, online without permission of the copyright holder will be subject to disciplinary action.

### **Student Organizations (Policy) (Page 45-46)**

Phone: 412-392-4735

Email: [sail@pointpark.edu](mailto:sail@pointpark.edu)

Location: 101 Student Center

Website: [Student Organizations](#)

Website: [Student Organization Resources](#)

All student organizations must be recognized through Student Government Association (SGA) in order to access University services. Once recognized, student organizations are responsible for following all University policies. Policies may be found in, but are not limited to, the Student Handbook and Planner, and the Student Organization Manual. In addition to following all University policies, students must adhere to the following guidelines:

- Student organizations, and their members, must follow the directions of all University faculty and staff.
- All fundraising, both on and off campus, must be approved through the Office of Student Activities, Involvement, and Leadership (SAIL). Student organizations will not be permitted to use the University's name or logo for the purposes of advertising or fundraising without written consent of SAIL and the Office of Marketing and Communications.
- Student organizations may not invite outside guests to an event, on or off campus, without written permission of SAIL.
- As per the University Alcohol Policy, no student organization hosting an event, on or off campus is permitted to have alcohol available for consumption.

Failure of any organization member or advisor to follow any of the above policies or policies listed in this handbook or the Student Organization Manual may result in probation, suspension, or termination of their involvement with that student organization. Executive members may be held individually accountable for the actions of the entire student organization. Additionally, failure to adhere to any University policy may result in disciplinary action taken by the Office of Student Conduct. For more information, contact SAIL.

See also [University Policies and Procedures – Social Functions \(Students\)](#)

See also the section [Student Organizations](#) for more information about student organizations on campus.

### **University Policy Prohibiting Sex Discrimination (Page 47)**

Website: [Title IX](#)

Website: [University Policy Prohibiting Sex Discrimination](#)

Website: [Online Incident Report](#)

Sex discrimination, including sex- and gender-based discrimination, discriminatory harassment on the basis of sex, sex-based harassment, and sexual exploitation (collectively, “Sex Discrimination”), of any kind is inconsistent with the University's values and will not be tolerated. All members of the Point Park community share in the responsibility to maintain the University's environment that supports the safety and dignity of each member of the community. If there are incidents of discrimination or harassment that do not rise to a violation of this policy, the incidents will be referred to the Office of Student Conduct

### **Available Communication Tools**

#### **Traditional**

- Printed Marketing

- Press Releases (Written by VP of Marketing/Advertising Coordinator)
- Press conference/briefings
- External Media contact list
- Events
- Point Park University UView Television Station:  
<https://www.youtube.com/@UViewTelevision>
- Point Park University Radio Station WPPJ: <https://wppjradio.com>
- Point Park University Newspaper: <https://ppuglobe.com>

### **Digital**

- CAB Instagram: <https://www.instagram.com/pointparkcab/?hl=en>
- CAB TikTok: <https://www.tiktok.com/@pointparkcab>
- CAB Remind: <https://www.remind.com/join/textcab>
- CAB Campus Page: <https://pointpark.presence.io/organization/campus-activities-board>
- CAB Recruitment Website: <https://rebeccabivona.my.canva.site/cab-website/>
- University Social Media
- PointALERT
- Digital Signage
- Emails (From CAB or campus announcements)

### **Best ways to reach internal audiences**

- **Email/campus announcement**
- **Text or remind messages**
- **Social media (Primarily Instagram)**

**Template for Press Release**

FOR IMMEDIATE RELEASE

(Release Date)

(Contact Name)

Campus Activities Board

(Phone)

(Email)

**HEADLINE - ALL CAPS**

*PITTSBURGH-* Provide known facts of the crisis in short paragraph form.

Order the information in the paragraphs with the most important information in earlier paragraphs. Provide all information the public should know about the crisis. Provide external links to any additional information needed.

###

The Point Park University Campus Activities Board (CAB) plans 85-90% of all events held on campus. CAB is housed under the university's Department of Student Activity, Involvement and Leadership (SAIL). CAB's mission is to provide the students of Point Park with quality activities that promote fun, personal development, education and school pride, as well as foster an atmosphere conducive to social interaction among their peers.

**Contact List and Documentation**

<b>Position</b>	<b>Name</b>	<b>Phone</b>	<b>Email</b>
Advisor	Keely Sapienza	412-589-2324	<a href="mailto:ksapienza@pointpark.edu">ksapienza@pointpark.edu</a>
Executive Director	Thea Smith	724-470-3270	<a href="mailto:tcsmith1@pointpark.edu">tcsmith1@pointpark.edu</a>
VP of Programming	Morgan Chernay	724-963-6908	<a href="mailto:mmchernay@pointpark.edu">mmchernay@pointpark.edu</a>
VP of Marketing	Harmony Sheftall	918-809-4608	<a href="mailto:hsheft@pointpark.edu">hsheft@pointpark.edu</a>
Administrative Coordinator	Sydney Kisiel	814-746-2520	<a href="mailto:smkisie@pointpark.edu">smkisie@pointpark.edu</a>
Financial Coordinator	Sam Alawadhi	412-326-8486	<a href="mailto:salawa@pointpark.edu">salawa@pointpark.edu</a>
Membership Coordinator	Kovetta Love	724-797-7394	<a href="mailto:kalove@pointpark.edu">kalove@pointpark.edu</a>
Advertising Coordinator	Dakota Nicholson	412-952-7368	<a href="mailto:dlnicho@pointpark.edu">dlnicho@pointpark.edu</a>
Graphic Design Coordinator	AC Caceres	814-580-7904	<a href="mailto:ancacer@pointpark.edu">ancacer@pointpark.edu</a>
Social Media Coordinator	Sati Rogerson	678-548-0263	<a href="mailto:sroger1@pointpark.edu">sroger1@pointpark.edu</a>
Outings & Adventures Coordinator	Dunya Vandentooren	412-513-8785	<a href="mailto:dunya.vandentooren@pointpark.edu">dunya.vandentooren@pointpark.edu</a>
Spirits & Traditions Coordinator	Sawyer York	570-404-8774	<a href="mailto:syork@pointpark.edu">syork@pointpark.edu</a>
Pioneer Series Coordinator	Nevaeh Cary	570-360-1555	<a href="mailto:necary@pointpark.edu">necary@pointpark.edu</a>
Special Events Coordinator	Athena Psihudakis	516-727-1110	<a href="mailto:apsihu@pointpark.edu">apsihu@pointpark.edu</a>

**\*Individuals change yearly and should be updated as needed**

**Important Point Park Contacts**

<b>Position</b>	<b>Name</b>	<b>Phone</b>	<b>Email</b>
University President	Chris Brussalis	412-392-3990	<a href="mailto:president@pointpark.edu">president@pointpark.edu</a>

VP of Student Affairs, Dean of Students	Keith Paylo	412-392-3851	<a href="mailto:kpaylo@pointpark.edu">kpaylo@pointpark.edu</a>
Dean of Student Life	Michael Gieseke	412-392-8027	<a href="mailto:mgieseke@pointpark.edu">mgieseke@pointpark.edu</a>
Director of Student Services	Desmond McCoy	412-393-8028	<a href="mailto:dmccoy@pointpark.edu">dmccoy@pointpark.edu</a>
Director of Residence Life	Maria Ochoa	412-392-8033	<a href="mailto:mochoa@pointpark.edu">mochoa@pointpark.edu</a>
Dean, School of Communication	Bernie Ankney, Ph.D.	412-392-4740	<a href="mailto:rankney@pointpark.edu">rankney@pointpark.edu</a>
Dean, School of Education	Virginia Chambers, Ed.D.	412-392-6189	<a href="mailto:vchambers@pointpark.edu">vchambers@pointpark.edu</a>
Interim Dean, School of Theatre, Film & Animation	Kiesha Lalama, M.F.A.	412-392-4767	<a href="mailto:klalama@pointpark.edu">klalama@pointpark.edu</a>
Dean, School of Dance	Garfield Meonius, M.F.A	412-392-8161	<a href="mailto:glemonies@pointpark.edu">glemonies@pointpark.edu</a>
Dean, School of Arts & Sciences	Becky Spritz, Ph.D.	412-392-8092	<a href="mailto:becky.spritz@pointpark.edu">becky.spritz@pointpark.edu</a>
Dean, Rowland School of Business	Stephen Tanzille, J.D.	412-392-4742	<a href="mailto:stanzilli@pointpark.edu">stanzilli@pointpark.edu</a>
Managing Director, University Marketing & PR	Lou Corsaro	412-392-6190	<a href="mailto:lcorsaro@pointpark.edu">lcorsaro@pointpark.edu</a>
Media Relations Rep.	Barbara Vilanova	412-260-8729	<a href="mailto:bvilanova@pointpark.edu">bvilanova@pointpark.edu</a>
Director of Health Services	Rebecca Harper	412-392-3800	<a href="mailto:rharper@pointpark.edu">rharper@pointpark.edu</a>
Director of Conference & Event Services (CES)	Rebecca Diana	412-392-4207	<a href="mailto:rdiana@pointpark.edu">rdiana@pointpark.edu</a>
CulinArt Manager	Jennie Lichtenstein	n/a	<a href="mailto:JLichtenstein@culinartinc.com">JLichtenstein@culinartinc.com</a>

**Point Park Media Contacts**

<b>Source</b>	<b>Name</b>	<b>Email</b>	<b>Socials</b>
The Globe	<b>Carson Folio,</b> Editor-in-Chief	<a href="mailto:globe@pointpark.edu">globe@pointpark.edu</a> <a href="mailto:cafolio@pointpark.edu">cafolio@pointpark.edu</a>	<b>X:</b> @ppuglobe <b>IG:</b> @ppuglobe <b>FB:</b> @Point Park Globe
WPPJ	<b>Savannah Ikach,</b> General Manager	<a href="mailto:srikach@pointpark.edu">srikach@pointpark.edu</a> <a href="mailto:wppj@pointpark.edu">wppj@pointpark.edu</a>	<b>X:</b> @WPPJRadio <b>IG:</b> @wppj670am <b>FB:</b> WPPJ Radio
U-View	<b>Robin Cecala,</b> <b>Ph.D.,</b> Faculty Advisor	<a href="mailto:uview@pointpark.edu">uview@pointpark.edu</a> <a href="mailto:rcecala@pointpark.edu">rcecala@pointpark.edu</a>	<b>FB:</b> U-View: Point Park University Television <b>IG:</b> @uviewtelevision <b>YT:</b> @UViewTelevision
SGA	<b>Christian Rangel,</b> President <b>Madigan Balfe,</b> Co-President <b>Tatum Lucero,</b> Comm. Director	<a href="mailto:ctrangel@pointpark.edu">ctrangel@pointpark.edu</a> <a href="mailto:mbalfe@pointpark.edu">mbalfe@pointpark.edu</a> <a href="mailto:talucer@pointpark.edu">talucer@pointpark.edu</a> <a href="mailto:SGA@pointpark.edu">SGA@pointpark.edu</a>	<b>IG:</b> @sga_ppu <b>Threads:</b> @sga_ppu <b>TikTok:</b> @sga_ppu <b>YT:</b> Point Park SGA <b>FB:</b> Student Government Association of Point Park
Office of Community Engagement & Leadership	<b>Heather Starr Fiedler, Ph.D.,</b> Department Chair	<a href="mailto:hstarr@pointpark.edu">hstarr@pointpark.edu</a> <a href="mailto:engagement@pointpark.edu">engagement@pointpark.edu</a>	<b>IG:</b> @communityengppu

**\*Individuals change yearly and should be updated as needed**

**External Media Contacts**

<b>Source</b>	<b>Name</b>	<b>Email</b>	<b>Socials</b>
WQED	<b>Lu Cooper,</b> Social Media & Content Producer	<a href="mailto:lcooper@wqed.org">lcooper@wqed.org</a> <a href="mailto:members@wqed.org">members@wqed.org</a>	<b>IG:</b> @wqed <b>FB:</b> @WQED <b>YT:</b> @WQED <b>LinkedIn:</b> @WQED <b>TikTok:</b> @wqedpgh
WESA	<a href="#"><u>Christopher Ayers,</u></a> News Director <a href="#"><u>Katie Blackley,</u></a>	<a href="mailto:news@wesa.fm">news@wesa.fm</a>	<b>IG:</b> 905wesa <b>FB:</b> @90.5 WESA <b>TikTok:</b> @wesanews

	Digital Editor/Producer		
NEXT Pittsburgh	<b>Roman Hladio</b> , Chief Reporter	<a href="mailto:roman@nextpittsburgh.com">roman@nextpittsburgh.com</a> <a href="mailto:info@nextpittsburgh.com">info@nextpittsburgh.com</a>	<b>IG:</b> @nextpittsburgh <b>FB:</b> @NEXTpittsburgh
KDKA	<b>Shawn Hoder</b> , News Director	<a href="mailto:caption@kdka.com">caption@kdka.com</a>	<b>X:</b> @KDKA <b>IG:</b> @cbstpittsburgh <b>YT:</b> @CBSPittsburgh <b>FB:</b> @KDKA-TV   CBS Pittsburgh
Pittsburgh Tribune	<b>Rob Amen</b> , Managing Editor	<a href="mailto:ramen@triblive.com">ramen@triblive.com</a>	<b>X:</b> @TribLIVE <b>IG:</b> @triblive <b>FB:</b> @TribLive
Pittsburgh Courier	<b>Rob Tayler Jr.</b> , Managing Editor	<a href="mailto:rtaylor@newpittsburghcourier.com">rtaylor@newpittsburghcourier.com</a>	<b>X:</b> @NewPghCourier <b>IG:</b> @newpghcourier <b>FB &amp; LinkedIn:</b> New Pittsburgh Courier

### **Local Officials**

<b>Department</b>	<b>Name</b>	<b>Phone</b>	<b>Email</b>
Pittsburgh Fire	n/a	412-255-2621	<a href="mailto:fireinfo@pittsburghpa.gov">fireinfo@pittsburghpa.gov</a>
PPU Police 24-hour Dispatch	n/a	412-392-3960	n/a
PPU Safety Committee	Jeffrey Checcio	412-392-8017	<a href="mailto:jcheccio@pointpark.edu">jcheccio@pointpark.edu</a>
Pittsburgh Police	n/a	(Contact Directory)	
UPMC Mercy	n/a	(412) 232-8111	<a href="mailto:mediarelations@upmc.edu">mediarelations@upmc.edu</a>
Pittsburgh Office of Community Health & Safety	Devlin Iaquina		<a href="mailto:Devlin.Iaquina@pittsburghpa.gov">Devlin.Iaquina@pittsburghpa.gov</a>

### Template for Media Call Log

Used to manage and monitor all incoming calls.

Reporter/Caller's Name	
Media Outlet/Organization	
Phone Number	
Email	
Time Called	
Date Called	
Reporter Deadline	
Inquiry/Nature of Phone Call	
Interview Requested: (Who When Where)	
Further information needed/request sent to:	
Other Comments:	

### Template for Social Media Monitoring

Fill out periodically (every 1-3 hours) throughout the crisis to document all Social Media activities and information.

Monitored Platform	
Summary of Crisis/Issue	
Time Monitored	
Date Monitored	
Important Subjects, Keywords, and Hashtags to monitor (including related/misspelled variations)	
Community/Audience that is affected most	
Media or Influential Person coverage? Include social handles	
Number of comments or Posts related to the crisis	
Are the comments mostly positive or negative?	
Are there any specific requests/demands?	
What are frequently asked questions?	
Type of content being shared (pictures, videos, text, other)	

What are we doing to fix it?	
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## Media Responses and Procedures

### **Template for Immediate Holding Statements**

The following is a template for holding statements. This can be adjusted based on known facts and what the situation is. **Holding statements will appear on all communication platforms within one hour of the crisis occurring.**

### **Sample Statements**

“The Campus Activities Board (CAB) has been made aware of (describe crisis). We are looking into the situation further and will provide details as we receive them. All official updates will be on <https://pointpark.presence.io/organization/campus-activities-board>. We appreciate your patience.”

“CAB recognizes the concerns around (describe situation) that happened on (date/time). We are currently working alongside university officials and relevant parties to research the incident further. Please visit <https://pointpark.presence.io/organization/campus-activities-board> for ongoing updates.”

“CAB offers its support to (individuals/groups) affected by (describe crisis). We understand that this is a difficult time for everyone, and we ask for patience while we investigate the situation further. Official updates will be on <https://pointpark.presence.io/organization/campus-activities-board>.”

“CAB can confirm (describe details) took place today at (time). We want to ensure the safety and well-being of our staff, students, and faculty. We are working closest with officials to assist all those impacted and investigate further. Please continue to check <https://pointpark.presence.io/organization/campus-activities-board> for updates.”

### **Social Media Templates**

Social media should remain consistent with tone and messaging across platforms. The following are examples of how CAB should communicate during an event-related crisis.

Instagram: “We hear your questions about (event title) and want to answer them. Read more about what we are doing here <https://pointpark.presence.io/organization/campus-activities-board>.”

Facebook: “We recognize that there has been some confusion with (event title) and wanted to provide some clarity. We are working to address the situation. Read more here <https://pointpark.presence.io/organization/campus-activities-board> to stay up to date!”

### Authorized Individuals to talk to the Media

Position	Name	Phone	Email
Director of SAIL	Keely Sapienza	412-392-8098	<a href="mailto:ksapienza@pointpark.edu">ksapienza@pointpark.edu</a>
Point Park President	Chris Brussalis	412-392-3990	<a href="mailto:president@pointpark.edu">president@pointpark.edu</a>
VP of Student Affairs Dean of Students	Keith Paylo	412-392-3851	<a href="mailto:kpaylo@pointpark.edu">kpaylo@pointpark.edu</a>
Dean of Student Life	Michael Gieseke	412-392-8027	<a href="mailto:mgieseke@pointpark.edu">mgieseke@pointpark.edu</a>
CAB Executive Director	Thea Smith	724-470-3270	<a href="mailto:tcsmith1@pointpark.edu">tcsmith1@pointpark.edu</a>
CAB VP of Marketing	Harmony Sheftall	918-809-4608	<a href="mailto:h/sheft@pointpark.edu">h/sheft@pointpark.edu</a>
Managing Director, University Marketing & PR	Lou Corsaro	412-392-6190	<a href="mailto:lcorsaro@pointpark.edu">lcorsaro@pointpark.edu</a>
Media Relations Rep.	Barbara Vilanova	412-260-8729	<a href="mailto:bvilanova@pointpark.edu">bvilanova@pointpark.edu</a>

### Immediate vs. On-going Responses

**Immediate:** Should be sent out as soon as the message is approved, ideally within an hour of the crisis occurring.

- Holding statements
- Direct responses on social media (answering questions, clarifying information, directing people to holding statement)
- Any confirmed information via applicable tools to the situation
- A crisis involving health and safety should be responded to as quickly as possible and should be top priority for the organization.

### On-going

- Update the website with releases and other confirmed information
- Continue to answer questions and clarify information via social media
- Coordinate with university PR and external media outlets to provide timely updates
- Maintain constant communication with relevant departments and parties impacted

### **On-going Monitoring and Tracking**

All monitoring should be completed by or delegated to other crisis communications team members via the Director of SAIL, the CAB Executive Director/VP of Marketing, or the Director of Marketing & PR.

#### **Media Monitoring**

- Designate crisis team members to track coverage related to the crisis.
- Document and analyze media responses, commentary, and overall trends in regards to the situation.
- Keep a record of all media interactions, including inquiries, statements given, and follow-up requests. Make note of those who ask for follow up information
- Note key media figures who covered the crisis
- Direct media outlets to the same source to make sure they have accurate and consistent information
- Monitor media reactions following the release of official statements.

#### **Social Media Monitoring**

- Designate crisis team members to monitor social media
- Document and analyze social media responses, commentary, and overall trends in regards to the situation.
- Keep record of all related topics, hashtags, or links related to the crisis
- Note key social media influencers who covered the crisis
- Direct media to the same source to make sure they have accurate and consistent information
- Monitor reactions on social media following the release of official statements

#### **Tracking System**

Currently, CAB does not have a dedicated tracking system for crisis monitoring. The CAB Executive Director or VP of Marketing will assign individuals responsible for overseeing social media and media coverage, utilizing manual documentation forms as needed.

To enhance crisis response efficiency, CAB should consider implementing a social media management platform to better track and manage real time interaction during a crisis.

### **Follow-up Document**

To determine how well the situation was handled, the following questionnaire can be filled out by the crisis team and other parties of the situation who are willing to evaluate CAB.

1. How would you describe the crisis?
2. What do you think went well throughout the crisis?
3. What could have been done better throughout the crisis?
4. Were the responses timely?
5. Was anyone missing or unnecessary on the team?
6. What was the response to our messaging?
7. Were the messaging platforms effective, if not which ones should have or should not have been included?
8. Did the messaging fit the crisis and the intended audience?
9. What, if any, damages were there afterwards? How was our reputation impacted?
10. Did we follow through thoroughly with our action plan?
11. Recommendations for next time.
12. Overall, how do you think the crisis was managed? (Circle one)  
**1      2      3      4      5**

If responses indicate significant weaknesses, changes should be made to improve the crisis communication plan. If feedback is largely positive, the existing strategy should serve as a model for future crisis handling.