

THE OFFICIAL TKE CRISIS COMMUNICATION GUIDE



TAU KAPPA EPSILON

— Better Men for a Better World —

CRISIS COMMUNICATIONS VS. RISK MANAGEMENT

UNDERSTANDING HOW THEY RELATE TO EACH OTHER
CAN HELP INCREASE YOUR EFFECTIVENESS AS A LEADER.

CRISIS: WHAT SHOULD I DO?

LEARN THE STEPS TO NAVIGATING CHALLENGES

WHY PLAN?

CLARITY & SOUND JUDGMENT TAKE PRACTICE.



Introduction

Thank you for taking the time to review this Crisis Communication Plan. We recommend you should work through this document at least twice a year, in the fall and spring, to ensure all members understand what to do when a crisis situation occurs.

Being prepared is crucial for individuals, colonies/chapters and the entire TKE Nation. Caring for our fellow Fraters, ourselves, neighbors, friends and family are all essential for Tekes to emerge from a crisis. Whether this is a natural disaster or a lapse of judgment, we need to be proactive in our approach to a problem.

While the likelihood of a serious event happening is small, being prepared will help you keep calm in pressure situations. Preparation for a crisis is a responsibility for all Tekes. TKE Nation is growing more prepared than ever before. However, we all have work to do. Take the necessary time to read through this Crisis Communication Plan, so your chapter or colony is ready should an issue arise.

If you have questions or concerns, please contact us. Please help us to not only grow the Fraternity but keep it in good health for the future.

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Crisis Communication vs. Risk Management

Chapters and colonies should review both the Crisis Communications Plan and TKE's Risk Management Guidelines at least twice per year. Understanding how these two elements of operations relate to each other can help increase your effectiveness as a leader in Tau Kappa Epsilon.

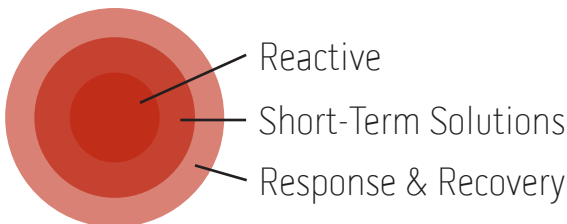
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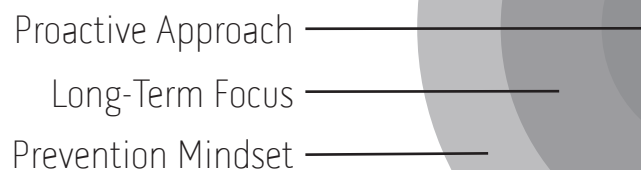


TKE.org/RiskGuide

Crisis Communication is...



Risk Management is...



Risk Management Resources:

TKE.org/RiskManagement

JRFFCo.com

FHSI.JRFFCo.com



RISK MANAGEMENT

Risk Management

Tau Kappa Epsilon is concerned for the health and safety of its members. Our risk management guidelines are designed to help reduce risk, making that risk cannot be eliminated; it has to be managed and controlled.



Crisis: 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:
 - Contact Emergency Services as needed.
 - Take action to minimize injury and/or property damage.
 - If you perceive a threat or one is in progress, DO NOT take the law into your own hands—contact local law enforcement immediately.
 - Ensure those needing attention are cared for. Do not play doctor, seek professional help immediately.
2. Pull out this document and review it all.
3. Immediately fill out and submit an Incident Report Form (TKE.org/Incident) with all appropriate parties.
4. Contact the TKE Headquarters Staff (TKEOGC@TKE.org | 317.872.6533) with Incident Report in hand.
5. Pull together your Crisis Team.
6. Have your Prytanis or Epiprytanis contact the OGC Communications Staff to appoint a spokesman and train for media inquiries.
7. Document everything (including Incident Report Form) with as many details about the situation and events leading to/after issue.
8. Create Key Messages (found on page 6).*
9. Document each contact with media (more on page 6).
10. Create a small communication plan, including a timeline, for information sharing to media, campus professionals, etc.*
11. 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 Communications and Operations Staff. Visit TKE.org/Staff for contact information.*

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

Importance of a Crisis Communications Plan

To apply the plan to your situation, you will undoubtedly need to adjust some of the components and add incident-specific information. After safety, contacting TKE Headquarters is priority #1!



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

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

Review these steps to create clarity, empathy and promote sound judgment.

01 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 or on social media.

02 COOPERATE WITH MEDIA

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

03 Do Not

- Do not answer questions or allow others to do so immediately following the situation.
- Do not lie.
- Do not admit responsibility or guilt.
- Do not shift blame.
- Do not use inappropriate language.
- Do not use inflammatory statements.

TKE Media Policy & Procedures

After speaking with the TKE Professional Staff's communications team, these are a few of the strategies we may implement. It is crucial to speak with the Professional Staff first, as your situation is unique.

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

- Contact TKE HQ's Chief Information Officer, Alex Baker, through our media line, 317-872-6533 ext 256 or TKEOGC@TKE.org.
- 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 (Fraternity or otherwise).
- Never speculate on circumstances or say information you don't know.

TKE Media Policy & Procedures (cont.)

KEY POINT #4: Prepared Statements – What To Say or More Info on TKE

- TKE is one of the largest college social fraternities by number of active chapters and colonies.
- We have over 200 active chapters and colonies in North America (This number changes yearly so verify the number at the bottom of the page at TKE.org/About).
- TKE aims to build “Better Men for 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 mission is to aid men in their mental, moral and social development for life.
- TKE’s vision is to create lifelong relationships that enhance educational, interpersonal, community and professional success.
- 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.

TKE Media Policy & Procedures (cont.)

KEY POINT #5: Key Messages

Key messages are simple, declarative statements that anyone could understand. If we make the assumption this is a 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. If you are following this guide, you will have already contacted the TKE Headquarters Staff (TKEOGC@TKE.org | 317.872.6533) and the Professional Staff will be assisting you.

- This is a tragedy. There is no other word for it.
- Our thoughts and prayers are with the family and friends.
- 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.

TKE Media Policy & Procedures (cont.)

KEY POINT #6: Handling Media Interviews

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

*Please note by contacting the Communications 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 Communications 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.”



TAU KAPPA EPSILON

— Better Men for a Better World —

Established January 10, 1899, Tau Kappa Epsilon is a men's social fraternity founded on the honest convictions of Love, Charity and Esteem.

For more information,
please visit TKE.org

