



# Crisis Management & Public Relations

Crisis management is much more than just stopping or avoiding a crisis. Crisis management is also crisis prevention, planning for a crisis, and damage control (public relations work dealing with the media after a crisis occurs). Public relations is the one aspect of crisis management that is often ignored.

Having a good reputation and an ongoing relationship with all of your publics (neighbors, local authorities, or university officials) before an unfortunate occurrence will benefit the Chapter in handling a crisis.

If your Chapter has a positive reputation among university administrators, the administration will likely be more willing to help your chapter recover from a crisis. If other students feel positive about your Chapter, they will speak highly of you after a crisis.

When positive relationships have not been established, addressing a crisis will be more difficult. This points to the urgent need to have a crisis management public relations plan.

## In Case of Serious Injury or Death:

1. Notify the authorities immediately (Dial 911).
2. Call the individuals listed on the Crisis Management Contacts.
3. Follow the Phi Sigma Pi National Honor Fraternity crisis management plan.
4. Allow only authorized personnel in the room or event facility. (Keep the door locked until authorities arrive.)
5. Allow a professional to notify the relatives. After approval from the university officials and the National Office, the Chapter President or Chapter Faculty Advisor should call the parents to express the Chapter's concern.
6. Assist in the coordination of the hospital visitation or funeral/memorial attendance if asked.
7. Do not move anything in the room until instructed by parents or police. After the incident is over, ask the parents what they wish to be done with possessions (in event of a Member's death or leaving school). Every effort should be made to help gather the Member's possessions if the parents make such a request.