



Crisis Communication Protocol

Office of Emergency Management and Safety

NOVA Police

Office of Strategic Partnerships and Workforce Innovation

The mission of the Office of Emergency Management and Safety (OEMS) is to provide guidance, direction, and training to the College and its faculty, staff, students, and visitors in the prevention, protection, response and recovery from all incidents or events.

Effective Date

July 1, 2019

Crisis Communication Protocols Statement

This document contains detailed information about NOVA's communications response to emergencies. NOVA has developed an Emergency Operations Plan and Continuity of Operations Plan in compliance with Virginia Code 23.1-804 (<http://law.lis.virginia.gov/vacode/title23.1/chapter8/section23.1-804/>). NOVA conducts emergency exercises each year, which may include seminars, workshops, tabletop exercises, games, drills, functional exercises, and full-scale exercises (in accordance with the Department of Homeland Security Exercise and Evaluation Program ((HSEEP)) and the testing of emergency equipment and readiness assessments.

NOVA Police and the Office of Emergency Management & Safety staff have received training in incident command and coordinate with local and federal agencies. When a serious incident occurs that creates a serious threat at any NOVA location, NOVA will immediately notify the NOVA community upon confirmation of an emergency or dangerous situation.

First responders to incidents are usually NOVA Police Officers, as well as law enforcement and fire/EMS personnel from the municipality of the impacted campus. When multiple agencies respond, the agencies work together to respond and manage the event. Specific information concerning the details of how NOVA manages communications during the emergency is contained in this Crisis Communication Protocols.

Change Record

Date	Version	Description of Change	Approved By
9/30/2012	001	Initial Document	William Flagler
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1 Introduction

A crisis or emergency can happen at any time on a Northern Virginia Community College (NOVA) campus or NOVA controlled location. It may affect one individual, a single building, a campus, or the entire NOVA College system and surrounding community. Since stress and confusion can be expected during a crisis, efficient implementation of a crisis communication protocol can establish a clear sense of direction, clearly define lines of responsibility and promote continuity of control for key officials and administrators. The basic goal of any well-constructed crisis communication protocol is to minimize the possible threat to individuals and properties during an actual emergency.

The *Crisis Communication Protocol* (CCP) provides information on NOVA crisis communication practices and procedures. However, NOVA recognizes that individual circumstances or events not anticipated by this protocol may occur. This protocol is intended to provide guidelines for best practices; therefore, it cannot be assumed that all plausible and non-plausible scenarios are contained in this document or that other additional measures may not be required.

1.1 Purpose

The purpose of the CCP is to serve as the primary tool for implementing communication related activities to crisis-situations, including communication within the NOVA community as well as the media and public. It has been developed to provide guidance to NOVA officials in regards to delivering an effective, efficient, timely and comprehensive message before, during and after emergencies.

All authorized officials should become familiar with this Protocol since an effective crisis communication Protocol depends on having an informed NOVA community, familiar with proper emergency communication procedures and notification systems.

1.2 Definition of Crisis Communications

A crisis is when an unexpected act or occurrence--whether accidental or intentional--creates a disturbance in NOVA's activities for students, faculty or staff. By nature, these acts require the institution to respond for the safety and well-being of all. The emergency has the potential to have significant impact on the operations of NOVA and its public image and can result in extensive news coverage and in some cases, public scrutiny. Depending on the crisis, it could cause serious threats to life, loss of property, potentially threaten NOVA's reputation and affect the continuity of operations.

1.3 Emergency Notifications, Timely Warnings and Follow-up Communication

- **Emergency Notifications:** NOVA is required to immediately notify the campus community upon confirmation of a significant emergency or dangerous situation involving an immediate threat to the health or safety of students or employees occurring on a campus. An emergency notification is triggered by an event that is currently occurring on or imminently threatening the campus. The emergency notification procedures are initiated when any significant emergency or dangerous situation involving an immediate threat to the health or safety of students or employees occurs on the campus.
- **Timely Warnings:** NOVA is required to alert the campus community to certain crimes in a manner that is timely and will aid in the prevention of similar crimes. The intent of the warning is to enable people to protect themselves. Timely warnings are triggered by crimes that have already occurred but represent an ongoing threat. The warning will be issued as soon as pertinent information is available.
- **Follow-up Communication:** Any follow-up communication after an emergency notification or timely warning is issued will be coordinated by the Office of Strategic Partnerships and Workforce Innovation, in conjunction with the Office of Emergency Management and Safety and NOVA Police.

1.4 Objectives of the Protocol

The objectives of the Crisis Communication Protocol include:

- Assess situations and determine whether communication responses are deemed necessary.
- Activate Emergency Communication Team (ECT) to make recommendations on appropriate responses. ECT Team includes the Office of Emergency Management and Safety, NOVA Police and the Office of Strategic Partnerships and Workforce Innovation (Director of Strategic Communications/Media Relations or Crisis Communication Specialist, Public Information Officers, College Web Services and the Call Center).
- Ensure that the ECT will establish communication and share information about the incident until the emergency is over.
- To define the immediate action needed by identifying internal and external audiences that should be informed about the emergency, communicate facts and updates as emergency evolves, provide protective action guidance as appropriate, minimize rumors and restore order.

1.5 Emergency Communication Team (ECT)

Emergency communication officials and offices that handle emergency communication include:

- Police
- Office of Emergency Management and Safety
- Office of Strategic Partnerships and Workforce Innovation

Typically, Police Dispatch will notify either the Director of Emergency Management and Safety/designee or the Chief of Police/designee. They will then alert the Director of Strategic Communications/Media Relations (acting Crisis Communication Specialist) and College Web Services to activate and lead all follow-up emergency communications. These individuals will determine the appropriate communication response that is needed based on the identified priority levels (See *Emergency Operations Plan*).

1.5.1 Office of Emergency Management and Safety

The Office of Emergency Management and Safety (OEMS) provides guidance and direction to NOVA and its faculty, staff, students, and visitors in the protection, response, and recovery from all incidents or events. The department manages training of NOVA's multi-layered notification systems, coordinates resources throughout the response of an incident, and assists in the recovery and mitigation afterward.

1.5.2 NOVA Police

The NOVA Police Department is a full-service police agency. NOVA Police strives to ensure the safety and security of its students, faculty, staff and visitors of NOVA through proactive crime prevention and immediate response to incidents of criminal nature. With a 24/7 Police Dispatch Center, open 365 days a year, NOVA Police officers and/or security officers patrol all six NOVA campuses and NOVA controlled property, and are available to respond to calls at any time.

1.5.3 Office of Strategic Partnerships and Workforce Innovation

The Office of Strategic Partnerships and Workforce Innovation is responsible for Official Public Information from the College. The department is responsible for communication to the community of NOVA and coordinates follow-up communications during an emergency in conjunction with the Office of Emergency Management and Safety and NOVA Police.

1.5.3.1 Public Information Officers

The Public Information Officers work in coordination with and under the direction of the Director of Strategic Communications/Media Relations, through the supervision of the VP of Strategic Partnerships and Workforce Innovation. If the situation warrants the Crisis Communication Specialist or the Director of Strategic Communications/Media Relations will be dispatched to the campus, a Public Information Officer will be assigned to the Emergency Operations Center (EOC).

1.5.3.2 Web Services and Digital Media

The College Marketing, Web and Creative Services posts important information during a crisis through the website, Facebook and Twitter. Under the direction of the Director of Marketing and/or NOVA Police or OEMS, College Web Services receives the written and approved messages by a member of the ECT and depending on the emergency, posts them through multiple communication channels.

For severe crises that may last a prolonged period, College Web Services may enable a dark site. The dark site is a portion of the site that is prepared and goes “live” when a crisis happens. It includes key information, press releases, updates and contacts related specifically and solely to the crisis. It is a fundamental source for stakeholders during a catastrophic emergency.

1.5.3.3 NOVA Call Center

The NOVA Call Center is the information center for all campuses and centers at NOVA. It serves as a point of contact for students, parents, staff, faculty and the community.

During a crisis, the Call Center will receive a large volume of calls asking for information from various stakeholders. The Director of the Call Center is part of the ECT and receives all of the information that is being disseminated to the media and public. The director disseminates the material to Call Center staff, who can provide general information about the emergency.

1.6 NOVA Alert

NOVA Alert is a free notification/alert service offered by NOVA. Students, faculty and staff are automatically signed up for email alerts through their official NOVA email address. To add a mobile phone number or an additional email account to this service, users must register them by going to the following web address and follow the registration links and instructions: alert.nvcc.edu Students, faculty and staff are encouraged to add additional devices. It allows NOVA to contact users during an emergency by sending messages to NOVA email addresses, as well as any other devices that have been added by the user (cell phones, additional email, pager, or Smartphone).

1.7 System Testing

All NOVA alert system will be tested annually through the Information Technology Department.

1.8 NOVA Website

The NOVA website serves as the primary method of communication for all important follow-up information throughout an emergency for students, faculty and staff. As soon as a NOVA Alert is issued, emergency messages are posted on the NOVA homepage, emergency webpage, campus landing pages and under crime alerts for timely warnings.

1.9 Training

Training is essential to demonstrating and improving the ability of NOVA to execute the procedures set out in this protocol and to identify the most effective methods for implementing crisis communication.

Staff with roles and responsibilities in the NOVA Crisis Communication Protocol have received training on the procedures and process. NOVA's Administrative Council has been briefed on the protocol. Staff with roles and responsibilities, and leadership will be informed when procedures, system characteristics or capabilities are updated. In addition, new staff with roles and responsibilities in the NOVA Crisis Communication Protocols will be trained accordingly.

2 Emergency Notifications

The Director of Emergency Management and Safety (OEMS) and the Chief of Police are responsible for all Emergency Notifications.

2.1 Responsible NOVA Authorities (RNA)

The below NOVA officials will have the authority to send or authorize NOVA Emergency Notifications and are considered “Responsible NOVA Authorities.” At all times in this protocol, referenced positions at NOVA may be replaced by designees.

- NOVA President
- Executive Vice President
- Campus Provost
- Chief of Police
- Director of Office of Emergency Management and Safety (OEMS)
- Director of Strategic Communications/Media Relations
- Vice President of Finance and Administration
- Vice President of Instructional and Information Technology
- Vice President of Strategic Partnerships and Workforce Innovation
- Police Dispatch (Can authorize and send severe weather alerts. All other alerts must be authorized by another Responsible NOVA Authority before the alert is sent by a Dispatcher)

NOTE: Executive NOVA Officials and NOVA Police Officers who are directly involved with the emergency response for safety and security incidents are designated as “Responsible NOVA Authorities” for purposes of confirming that a legitimate emergency/dangerous situation exists or authorizing a NOVA Emergency Notification. They are limited to authorizing an initial alert in response to an incident or event within their direct area of responsibility and only in cases in which a delay could compromise the safety and security of NOVA.

2.2 Emergency Operations

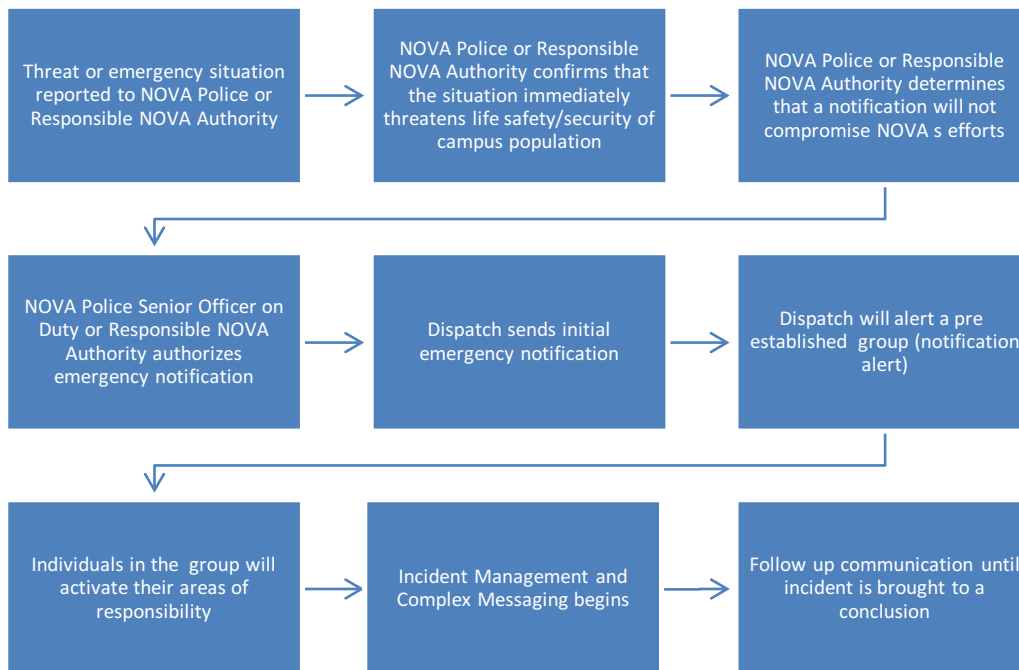
The individual who encounters or learns about a NOVA-related emergency should immediately call 911 or the Police Dispatch Center (whichever is appropriate for the situation) and relay as much information as possible. Police Dispatchers will seek additional information, begin dispatching emergency services and once the situation has been confirmed, send the initial emergency notification based on the procedures in this protocol. The Police Dispatch Center is the central point of communications and should be kept abreast of all activities as they transpire so that continued, prompt, and accurate notifications and communication responses can be initiated.

The Police Dispatcher will make notification of the incident to a pre-established group. This group will consist of Police Leadership and OEMS.

Once the notification has been received by these individuals, they will immediately activate their areas of responsibility.

Diagram 2.2

The following diagram illustrates the sequence of events that take place during the emergency notification process.



2.3 Confirming an Emergency Situation

For the majority of emergency threats and incidents, the first notice of the situation will be via an incoming call to the Police Dispatch Center. The threat/incident must be confirmed that an emergency situation poses an immediate threat to the life safety or security of the campus community. In the event that a Police Officer is not yet at the incident to confirm/verify that a legitimate emergency or dangerous situation exists, another Responsible NOVA Authority (see Section 2.1 for a list of Responsible NOVA Authorities) may **confirm** it and **authorize** an immediate emergency notification, with emergency safety instructions.

The National Weather Service (NWS) may confirm the existence of a tornado or other severe weather emergency. The Virginia Department of Health (VDH) may confirm a serious health illness.

2.4 Initial Response and Notifications

An immediate emergency notification will be issued by Police Dispatch when the NOVA Police Department or another Responsible NOVA Authority has **confirmed** an emergency situation exists. In addition, NOVA Police and/or OEMS will, without delay, and taking into account the safety of the community, determine the content of the notification and initiate the emergency notification system, unless issuing a notification will, in the professional judgment of responsible authorities, compromise efforts to assist a victim or to contain, respond to or otherwise mitigate the emergency.

See Section 2.9 for specific information related to “Tornado Warnings” and Section 2.10 for specific information related to “Severe Illness.”

NOTE: If a Responsible NOVA Authority is trained in and has direct access to send the emergency notification, the Responsible NOVA Authority may issue it, if necessary. However, this should only be done as a last resort in order to prevent the issuance of multiple messages for the same incident by different officials. The primary responsibility to issue NOVA emergency notifications shall rest with the Police Dispatcher on duty.

2.5 Notification/Alert Groups

NOVA has the flexibility to notify specific segments of the population determined to be at risk. Determination shall be made by NOVA Police and/or OEMS of which segment of the population will be notified and which system(s) best target the affected population. If only specific segments are determined to be at risk and, therefore notified, there will be a continuing assessment of the situation to determine if additional escalation and notifications are required. The entire NOVA community will be notified when there is at least the potential that a very large segment of the community will be affected by a situation, or when a situation threatens the operation of the NOVA as a whole. Additional segments of the campus community will be notified if a situation warrants such action.

2.6 Emergency Message Notification Channels

NOVA may use some, or all, of the systems described below to communicate the threat to the NOVA community or to the appropriate segment of the community:

- **NOVA Alert** – NOVA Alert is a free notification service offered by NOVA. Students, faculty, and staff are automatically signed up for email alerts through their official NOVA email address. To add a mobile phone number or an additional email account to this service, you must register them by going to the following web address: alert.nvcc.edu. Follow the registration links and instructions. Students, faculty and staff are strongly encouraged to add additional devices.

- NOVA Desktop Computer Alert - The NOVA is able to send an emergency alert to every computer owned by NOVA and connected to the NOVA computer network, while it is logged on by a user. This will allow emergency messages to be sent to classrooms where the instructor is using the computer during class, to all the students in computer labs, and to all the staff in their offices.
- Automated or Live Broadcast to Campus - Emergency messages can be broadcast directly into any IP phone on a campus and emergency calls can be made from phones that have been installed NOVA wide. The activation of this system can be local (campus) or central.
- Digital Signage - Emergency messages can be displayed on flat panel screens that have been strategically located on each campus. The messages can be locally or centrally controlled. This will allow messages to be displayed in common areas (i.e., hallways, eating areas, etc.). Screen crawls are also used to display important information.
- NOVA Email - During emergencies, email can be sent to all faculty and staff, all adjuncts, and all students. Separate distribution lists are also maintained for each campus.

NOVA Website - Emergency messages can be put on the NOVA Website (www.nvcc.edu) quickly from any location. There is an alert at the top of the page.

- NOVA Social Media - A message may be posted to NOVA's Facebook <https://www.facebook.com/NOVACommunityCollege/> and Twitter.
- NVCC TV - Emergency messages can be put on NOVA's Cable-TV channel from remote locations. The NOVA Channel appears on the Cox and Comcast systems in Fairfax County and Alexandria and on Verizon FiOS 24 hours a day, 7 days a week. It is available in the other jurisdictions on a more limited daily schedule.
- Campus Highway Radios - Low-power radios were installed on all six campuses that can deliver a signal over 1630 MHz to AM radios within 2-3 miles of the campus. Each campus radio can be programmed independently. The primary purpose of these radios is to deliver information to visitors as they approach the campus. However, emergency messages can be recorded and set to play from any telephone. Signs are in place that let the public know about the system on roads approaching the campuses. These signs do not have flashing lights to indicate an emergency message since that capability on the highways is reserved for the local jurisdictions.

- Local News Media – The Office of Strategic Partnerships and Workforce Innovation sends press releases and makes calls to contacts on a local media list. Because of the transient nature of its population, NOVA depends a great deal on broadcast media to notify students, faculty, and staff of emergencies before or during their commutes.

2.7 Emergency Notification Messages: Content

The initial emergency notification message should, at a minimum, contain the following information in this order:

- Location
- Nature of incident, and
- Actions to be taken by affected populations

NOTE: Text messages should be no more than 115 characters.

2.8 Preset Initial Emergency Notification Messages

The following Table contains examples of different kinds of preset initial emergency notification messages. When feasible, staff should use the messages provided, customizing when necessary. For consistency, the initial notification should be the same on all activated channels (i.e. text messaging, NOVA Desktop Computer Alert, Automated or Live Broadcast Calls to Campus, and Digital Signage)

Figure 2.8

Scenario	Message
Active Shooter/Person with Gun	(LOCATION): Gun incident. Evacuate if possible. Hide if you cannot escape. Prepare to fight shooter if confronted.
Assault (sexual, other)	(LOCATION): Sexual assault at (time). Police searching for suspect(s). Avoid area, stay alert!
Bomb Threat Evacuation	(LOCATION): Bomb threat. Evacuate (BLDG) immediately. Follow instructions of authorities. Avoid area.
Earthquake – NOTE: This message is sent when the shaking has stopped.	College-Wide: Earthquake. Evacuate-remain outside until further notice. Follow instructions from authorities.
Explosion	(LOCATION): Explosion-evacuate immediately. Follow instructions from authorities. Avoid area.
Fire	(LOCATION): Fire at (BLDG NAME). Evacuate if you are in that bldg. Follow instructions from authorities.
Hazmat Spill or Leak	(LOCATION): Hazmat (spill or leak). Evacuate (BLDG NAME). Extinguish flammables. Follow instructions from authorities.
Hostage	(LOCATION): Hostage situation. Take shelter. Follow instructions from authorities. Avoid area.
Robbery	(LOCATION): Robbery at (BLDG NAME/STREET/ETC) at (time). Police searching for suspect(s). Avoid area, stay alert!
Suspicious Item Evacuation	(LOCATION): Suspicious item. Evacuate (BLDG NAME) immediately. Follow instructions of authorities. Avoid area.
Tornado Warning	(LOCATION): Tornado Warning. Seek Shelter immediately-go to Severe Weather Shelter Area.
Test	TEST of the NOVA Emergency Notification System. This is only a test.

NOTE: For situations that are not addressed above, consider using the above as a template for the emergency notification message.

2.9 Tornadoes

Definitions:

- Tornado Watch – A tornado watch is issued when severe thunderstorms and tornadoes are possible in and near the watch area. When a tornado watch is issued, stay tuned to local radio, TV, or NOAA weather radio for further information and possible warnings. Consider shelter options and be prepared to take cover, if necessary.
- Tornado Warning – A tornado warning is issued when a tornado has been sighted or indicated by weather radar. When a tornado warning is issued, seek safe shelter immediately.

Police Dispatchers will, at all times, monitor a weather radio for tornado warnings issued by the National Weather Service (NWS). If a tornado warning is received, a Police Dispatcher will immediately:

- Send emergency notifications to the affected population
- Make an announcement to the respective police officers on the NOVA police radio
- Contact the Chief of Police and the Director of OEMS

The Police Dispatcher will continue to monitor the weather radio. When the tornado warning has been lifted or expires, the Dispatcher will send another notification, make a radio announcement, and advise the Chief of Police and the Director of OEMS.

2.10 Serious Health Illness

All potential serious health illnesses should be brought to the attention of the NOVA Safety Manager, who will contact the Virginia Department of Health (VDH) directly. VDH will confirm whether or not a significant emergency exists involving an immediate threat to the health of the NOVA community. If confirmed, the Safety Manager will work collaboratively with VDH to determine the content of the notification, the appropriate segment or segments of the campus community to receive a notification, as well as the appropriate mode of communication. Modes of communication may include direct contact of individuals via mail, email, or phone. VDH will initiate the notification.

2.11 Follow-Up Communication

After an Emergency Notification has been sent, NOVA will provide follow-up communication (see Section 4). Exception: for serious health illnesses, VDH will provide follow-up communication.

3 Timely Warnings

Timely warnings alert the campus community to potentially dangerous criminal situations and afford them an opportunity to protect themselves. The Chief of Police or designee will issue a timely warning for any crime that occurs in NOVA's Clery geography that is:

- Reported to NOVA Police or local police agencies and
- Considered by the Chief of Police, or designee to represent a serious or continuing threat to students and employees

The Chief of Police, or designee will decide whether or not a timely warning will be issued, based upon the following factors:

- Date, time and location
- The nature of the crime
- Receipt of pertinent information
 - Even if all the facts are not available, a timely warning can be issued and follow-up information sent when available.
- The continuing danger to the campus community
- The possible risk of compromising law enforcement efforts

The warning may be disseminated by any of the emergency notification channels found in Section 2.6, as deemed necessary by the Chief of Police or designee, and will include all information that would promote safety and that would aid in the prevention of similar crimes.

3.1 Crime Alerts Webpage

A crime alert is a type of timely warning that informs the NOVA community. It alerts the campus community to potentially dangerous criminal situations and/or of a pattern of similar crimes with regard to a particular location, method, or assailant. It affords them an opportunity to protect themselves. In addition, it provides information that may help avoid similar crime(s) or provide information to help solve the crime. Crime alerts are developed by NOVA Police, in collaboration with the Office of Strategic Partnerships and Workforce Innovation . They are usually sent via email and posted on the crime alerts webpage: <http://www.nvcc.edu/police/crime-alerts.html>

Figure 3.1

The table below is an example of a crime alert that is sent out via email and posted on the NOVA crime alerts webpage.

Initial Post: May 29, 2015

On-Campus Sexual Assault

Date and Time of Occurrence:

Approximately May 29th, 2015, unknown specific time

Date & Time of Reporting:

May 29th, 2015, at 6:30 p.m.

Location:

In the A lot at the Manassas Campus

Reported Offense:

On Monday, May 29th, 2016, at approximately 6:15 p.m., NOVA PD was notified of a reported sexual assault on the NOVA Manassas Campus.

The victim reportedly traveled to the campus with the suspect to inquire about class and was assaulted in the parking lot by that individual.

Suspect Description:

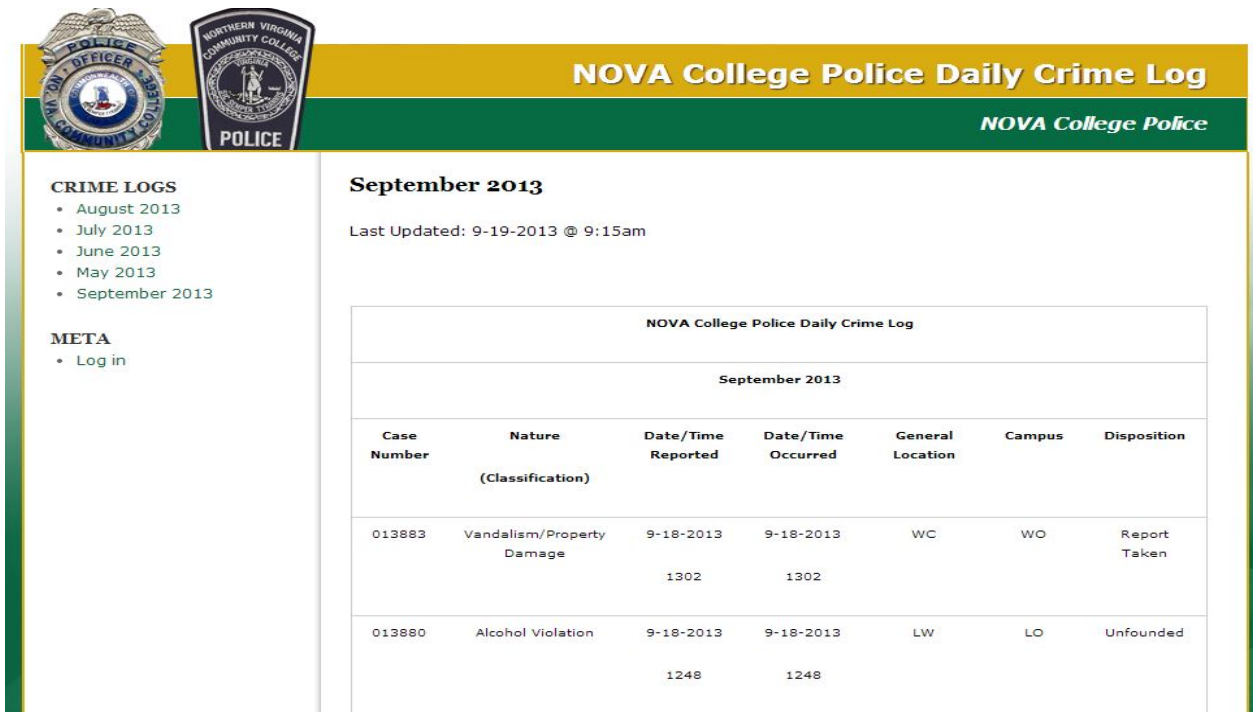
The suspect in this case is known, and has been identified.

3.2 Crime Log

The crime log is updated on a daily basis. It provides details about crimes that have been reported to the NOVA Police Department. Crimes may not be in chronological order. The most recent crimes are at the top of the crime logs and hard copies are also available at the NOVA Police Offices. The Daily Crime Log is located at <http://blogs.nvcc.edu/crimelog/>.

Figure 3.2

Figure 3.2 is a screenshot of the NOVA Police Daily Crime Log



NOVA College Police Daily Crime Log

NOVA College Police

CRIME LOGS

- August 2013
- July 2013
- June 2013
- May 2013
- September 2013

META

- Log in

September 2013

Last Updated: 9-19-2013 @ 9:15am

NOVA College Police Daily Crime Log						
September 2013						
Case Number	Nature (Classification)	Date/Time Reported	Date/Time Occurred	General Location	Campus	Disposition
013883	Vandalism/Property Damage	9-18-2013 1302	9-18-2013 1302	WC	WO	Report Taken
013880	Alcohol Violation	9-18-2013 1248	9-18-2013 1248	LW	LO	Unfounded

4 Follow-up Communication

4.1 Prepare Fact Sheets or Statements

The Office of Strategic Partnerships and Workforce Innovation will prepare fact sheets that summarize the situation, including all known details to be released to the media. All written statements should be analyzed with respect to the public’s right to know and concerns for privacy and security.

4.2 Identify Spokespersons

In most cases, the spokesperson is the Director of Strategic Communications/Media Relations. In cases of significant crisis, the President of NOVA may designate spokespeople who have direct knowledge of the crisis. An example could be the Chief of Police for police incidents or the Director of Emergency Management and Safety for emergencies related to natural disasters, fires, chemical leaks, etc.

If a member of the Administrative Council needs to convey the administration’s response to the crisis, the President may designate which member from the Administrative Council is the most appropriate to speak to the media.

4.3 Notify Key Constituencies

The Director of Strategic Communications/Media Relations or CCS/designee will coordinate the communication of the facts of the incident, with help from the ECT. It is important to keep administration, faculty, staff and students informed of appropriate details and actions taken by NOVA during an emergency or crisis. Effective communications will help minimize rumors, maintain morale, and ensure continued orderly operations.

Key constituencies that should be kept informed in an emergency are the following:

- Law enforcement agencies or public service agencies
- Administration, faculty, staff
- Students
- Families of students
- NOVA Board
- General public
- Mass media
- Alumni

4.4 Alert the Media

The Director of Strategic Communications/Media Relations will determine the best way to convey information to the news media and the public. For most emergencies, a brief news release will be the most appropriate vehicle. If a news conference is scheduled, the Director of Strategic Communications/Media Relations or the CCS with assistance of the PIO's, will establish the logistics of the event. This includes when/where the news conference will take place, how the media will be contacted, who will supervise the news conference, who will appear as spokespeople, etc.

4.5 Establish a Joint Information Center

For events with considerable media attention, a Joint Information Center (JIC) should be established. The JIC should be established if it appears multi-jurisdictions and agencies are involved to ensure a unified message is being delivered. The JIC will be managed by the Office of Strategic Partnerships and Workforce Innovation .

Each campus should identify a space that can be used for news conferences. Space should also be set aside for a media work room that is equipped with desks, electrical power and wireless internet access.

4.6 Photograph the Scene

It may be necessary to assign videographers and photographers to take video and/or pictures of the emergency/crisis scene. This may prove helpful in responding to media inquiries, in recording the event for historical purposes, and in providing an accurate record of the event in case legal issues should arise.

This will be coordinated by the VP of Strategic Partnerships and Workforce Innovation, the Director of Strategic Communications/Media Relations or the Crisis Communication Specialist, the NOVA Police Department, and the Office of Emergency Management and Safety.

5 Severe Weather – Delays, Closing Procedures

In the event of severe weather such as snow or freezing rain, NOVA may be required to close early, open late, or close completely for an extended period of time. In the event of severe weather, NOVA makes every effort to communicate decisions early to the NOVA community. Decisions concerning severe weather will be posted to by the following departments:

NOVA Police/OEMS – activation of NOVA Alert.

Marketing - NOVA’s website, social media channels.

Strategic Communications/Media Relations - local television and radio stations.

6 Protocol Maintenance

Updates to this protocol will be made when necessary through the coordination within the Office of Emergency Management and Safety, NOVA Police, and the Office of Strategic Partnerships and Workforce Innovation. Please refer to NOVA’s *Emergency Operations Plan* for more information on NOVA’s emergency planning and procedures.