

## **Information**

Crisis Communication

## **Effective**

July 1 1995

## **Number**

OCM 1 03

## **Applicability**

This policy applies to the University Community administrators faculty staff and students

## **Administrative Authority**

Vice President for Communications and Marketing

## **Responsible Unit**

Office of Communications & Marketing  
2323 S. Brook Street, Louisville, KY 40208  
502-852-6171  
[ocm@louisville.edu](mailto:ocm@louisville.edu)

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## **History**

\*This policy has been in effect since at least July 1, 1995.

Revision Date(s): June 30, 2016; November 4, 2025

Reviewed Date(s): June 30, 2016, November 4, 2025

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## **Categories**

## **Statement:**

The University of Louisville is committed to taking a preemptive approach to public relations crises, using disclosure whenever possible as the preferred strategy for preventing or minimizing public relations crises.

No one is authorized to speak to the news media in a crisis without clearance from the Office of Communications and Marketing.

## **Related Information:**

### **Crisis Prevention**

Communications and Marketing will maintain regular contact with vice presidents, deans, directors, department heads, campus police, and faculty, staff and student leaders, advising the appropriate administrator(s) when internal issues or developments appear likely to lead to public relations problems.

Similarly, UofL's administration will regularly notify Communications and Marketing of internal developments that may escalate into public relations crises.

Communications and Marketing also will monitor local, state and national news coverage of higher education, advising the appropriate administrator(s) of issues and/or trends that might lead to negative stories.

### **Crisis Response**

When crises erupt, Communications and Marketing will gather and verify information about the crisis, assess the severity of the crisis, and develop strategies concerning how information is to be released, who should speak for the institution and who is to be notified.

The office also will work out logistical details of releasing information and distribute verified information as quickly as possible to internal and external audiences.

## **Definitions:**

For terms of this policy, a crisis is defined as "A significant disturbance in the university's activities which results in extensive news coverage and public scrutiny, and which has the potential to cause long-term public relations damage."

## **Responsibilities:**

Communications and Marketing will be responsible for developing crisis communication strategies.

Final approval of these strategies will rest with the University President or his/her designee.