

# **Athenaeum Foundation Emergency Procedures**

## **Crisis Communication Plan**

Updated 6/8/2023

### **Purpose**

This document formalizes and clearly defines channels of communication to be used during a crisis or emergency occurring at the Athenaeum. The proper use of these channels helps mitigate damage and negative repercussions for the Foundation while allowing it to maintain a reputation of leadership and transparency on vital issues and breaking news.

It is important that all staff and tenants familiarize themselves with this plan so that in the event of a crisis, they can:

- Effectively and nimbly manage communications
- Respond in a unified, professional manner that reinforces leadership and establishes trust
- Strategically enhance the public understanding of the value provided by the Athenaeum Foundation and its tenants
- Manage the distribution of critical and often sensitive information to designated points of contact

### **Chain of Command**

The President of the Athenaeum Foundation is the first in command. In the event of the incapacitation of the President, the Controller will be authorized to make and execute all fiscal decisions related to The Athenaeum Foundation, and the Building and Facilities Manager shall be authorized to execute decisions related to all other areas of the institution.

## Authorized Points of Contact

### Spokesperson

In a crisis or emergency, the Spokesperson serves as the designated point of contact on behalf of The Athenaeum Foundation, the building, and its tenants. The Spokesperson will assist the media by providing factual information and strategic messaging that enables them to accurately represent the events they are covering. ***Only the Spokesperson is authorized to release information about emergency situations to the media and the general public.***

**Craig Mince**, Athenaeum Foundation President  
(317) 730-7267

### Crisis Manager

In a crisis or emergency, the Crisis Manager is responsible for directing and coordinating all aspects of the organization's crisis response, including implementation of emergency protocols and communication with tenant representatives.

**David Johnson**, Building & Facilities Manager  
(317) 775-4960

### Tenant Point People

All tenants shall maintain a list of point people, including first contact and a line of succession of two additional people within their organization/business. The line of succession may be longer or shorter than two people. For an up-to-date list of tenant contacts, please reference the Emergency Contacts list on the [tenant resources page](#) of the Athenaeum website.

## Implementation

In the event of a crisis, emergency, or imminent/potential threat to public safety in your area, please report the incident to **your designated Tenant Point Person** and to **The Athenaeum Foundation Spokesperson and/or Crisis Manager** immediately.

The **Spokesperson and/or Crisis Manager** will coordinate a response and relay pertinent public safety information to the designated **Tenant Point People**. Point People will then disseminate this information to their staff and patrons.

If directed to do so by the **Spokesperson, Crisis Manager**, and/or public safety officials, **Tenant Point People** will assist with enforcing response/recovery activities, including emergency evacuation or shelter-in-place actions.

All staff, tenants, volunteers, Board members, contractors, and vendors will conduct themselves in a professional manner and assist the media by connecting them with the Spokesperson or Crisis Manager. Do not speak directly to the media or provide any information about the incident.

Do not share any information about the incident with friends, family, or other personal contacts via phone call, text, social media posts, or any other communication methods. Please also remember that personnel matters are to remain confidential.

As soon as you can safely do so, please remember to [file an incident report](#) documenting your understanding of events as they have occurred.