Emergency Support Function (ESF) #17a: COMMUNICATIONS: PUBLIC

<table>
<thead>
<tr>
<th>ESF Activation Contact: Cornell University Police (607)255-1111</th>
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<tr>
<td><strong>Primary Department</strong></td>
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<tr>
<td>University Communications</td>
</tr>
<tr>
<td>Ph: (607)255-3369</td>
</tr>
<tr>
<td>Contact: John McKain</td>
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<tr>
<td>Media Relations Office</td>
</tr>
<tr>
<td>Ph: (607)255-5353</td>
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<tr>
<td>Contact: John Carberry</td>
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<tr>
<td>University Spokesperson</td>
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<td>Ph: (607)255-9029</td>
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<tr>
<td>Contact: Joel Malina</td>
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<tr>
<td>New Media Communication</td>
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<tr>
<td>Ph: (607)254-7116</td>
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<tr>
<td>Contact: Vitaliy Darovskikh</td>
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<tr>
<td>Office of Web Communication</td>
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<tr>
<td>Ph: (607)255-3854</td>
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<tr>
<td>Contact: Lisa Cameron-Norfleet</td>
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<tr>
<td>Cornell University Police</td>
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<tr>
<td>Ph: (607)255-1111</td>
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<tr>
<td>Cornell University IPP Facilities Services</td>
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<tr>
<td>Ph: (607)255-5322</td>
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<tr>
<td>Cornell Environmental Health and Safety Office of Emergency Management</td>
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<tr>
<td>Ph: (607)255-8200</td>
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<td>Cornell Information Technologies</td>
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<tr>
<td>Ph: (607)255-3729</td>
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<tr>
<td>Contact: Greg Christofferson</td>
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<td>Dean of Students Office</td>
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<tr>
<td>Ph: (607)255-1115</td>
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<tr>
<td><strong>Support Departments</strong></td>
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<td><strong>External Agencies</strong></td>
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<tr>
<td>Local Print, TV, Radio Media – list maintained by Media Relations Office</td>
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<tr>
<td>TCAT Bus</td>
</tr>
<tr>
<td>Ph:(607)277-7433</td>
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<tr>
<td>Tompkins County (PIO Marcia Lynch)</td>
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<tr>
<td>Ph:(607)274-5555</td>
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<tr>
<td>City of Ithaca (PIO Julie Conley Holcomb)</td>
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<td>Ph:(607)274-6570</td>
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I. Purpose

a) This ESF lists the Cornell University departments and external agencies responsible for public communications actions that may take place during an emergency.
II. Scope

a) Includes all emergencies requiring immediate and near term public communications to the campus and community to support operations.

i) CornellALERT Emergency Messages: Immediate communications sent during an incident to protect life and property (i.e. active shooter warning, tornado warning, etc.).

ii) CornellALERT Incident Support Messages: Near-term communications sent in a timely manner but via limited distribution methods to support incident response operations. This information relates to ongoing operations and the information has a limited life span. (i.e. road closure due to an accident, asking people to avoid a location due to a fire, etc.)

iii) Crime Alert Messages: Timely warnings of situations that pose a continuing threat to students and employees or the greater Cornell community.

b) Includes all University statements regarding an incident.

c) All statements regarding changes to the University operating status.

d) May be activated by the Incident Commander to respond to incidents that are beyond the capabilities of the initial emergency response actions.

e) May be activated to respond to incidents that overwhelm normal Incident Command response actions.

III. Situation

a) Emergency Conditions and Hazards

i) Cornell University may periodically experience emergency and disaster situations that will require response by University resources and outside agencies and the restoration of essential services. Potential emergencies and disasters include both natural and human-caused incidents.

ii) See Cornell’s Risk Assessment for a description of potential emergencies.

IV. Assumptions

a) Rapid communication capabilities may be required.

b) Incorrect information may be rapidly communicated through unofficial channels.

c) Initial emergency response capabilities may be inadequate to manage the incident

d) University resources will be quickly overwhelmed.

e) Communication systems may fail during a major incident.
f) Backup systems will be available but may take time to activate.
g) Shortfalls can be expected in both support personnel and equipment.
h) State and federal assistance may not be immediately available.

V. Concept of Operations

a) General


ii) ESF Annexes define roles and responsibilities, planned concept of operation, and internal and external capabilities and resources.

iii) ESF annexes are designed to provide basic information to include points of contact in case additional resources or expertise is needed at the incident scene or on an Incident Management Team (IMT).

b) Organization

i) National Incident Management System concepts will be used for response to all incidents.

ii) Incident or Unified Command will be used by responding departments.

iii) When requested, ESF personnel will report to the Incident Command Post or other location, or will participate as members of an Incident Management Team.

c) ESF Notification and Activation

i) Campus incidents involving requests for ESF-17a assistance are to be reported to the Cornell University Police Department (CUPD) Dispatch Center by calling 911 from a campus phone or 607-255-1111 from an off campus phone.

ii) Cornell Police Department Chief of Police and/or the Associate Vice President of Environmental Health and Safety or their designated representatives are the point of contact for all emergency notifications.

(1) Emergency notification tools will normally be activated on their direction

iii) If life safety is in jeopardy, the Incident Commander can direct emergency notification system activation.

iv) The Cornell Police Dispatch Center will normally be responsible for initial activation of the emergency mass notification system.
v) The Cornell Police Dispatch Center will notify the on-call Media Relations Office contact of requests for ESF-17a activation.

(1) If the on-call Media Relations Office contact cannot be reached (weekly on-call sheet distributed by MRO), contact John Carberry (607)255-5353.

vi) The Cornell Police Dispatch will notify other key personnel as required.

vii) Requests for additional resources shall occur under the authority of the Incident/Unified Command

(1) Requests for additional Cornell communications resources should be made through the following methods:

(a) Request resources via CU Police Dispatch Center

(b) Direct notification of University Communications personnel

(c) Request resources via University Communications representative on the Incident Management Team (if activated)

d) Direction, Control and Authority to Act

i) The Incident Command System (ICS) is used by University personnel to respond to emergencies and incidents.

ii) During the emergency response phase, all responders will be under the direction and control of the incident's Incident/Unified Command.

iii) Responders reporting to the incident scene will report to the Incident Commander at the Incident Command Post unless otherwise directed by the Incident Commander.

iv) The Incident/Unified Command is authorized to take actions necessary to contain and control the incident to protect and reduce impact to lives, research, property, the environment, and campus operations.

e) Public Notifications and Messages

i) The University maintains a variety of tools and capabilities to disseminate emergency messages, timely warning messages, incident support messages, operating status messages, and university statements.

ii) Message Type Definitions

(1) CornellALERT Emergency Messages: Immediate communications sent through all distribution methods during an incident to protect life and property (i.e. active shooter warning, tornado warning, etc.).
(2) CornellALERT Incident Support Messages: Near-term communications sent in a timely manner but via limited distribution methods to support incident response operations. This information relates to ongoing operations and the information has a limited life span. (i.e. road closure due to an accident, asking people to avoid a location due to a fire, etc.)

(3) Crime Alert Messages: Timely warnings of situations that pose a continuing threat to students and employees or the greater Cornell community.

(4) University Statements: Official statements by Cornell University to provide follow-up and development information to the public and campus communities

iii) Public Message Development and Dissemination

(1) CornellALERT Messages

(a) Messages are developed by Cornell Police and/or the EHS Office of Emergency Management (OEM) using pre-scripted messages and/or prepared message templates. Emergency messages have been developed for certain situations and pre-loaded into the emergency mass notification system to allow Cornell Police to rapidly send emergency messages during an incident.

(b) Message dissemination is completed using Cornell’s emergency mass notification tools. Incident and message type will determine which tools will be used in a particular situation. Available tools include:

(i) Phone Messaging – enrollment is required to receive these phone messages. Visit [https://emergency.cornell.edu/alert/](https://emergency.cornell.edu/alert/) to enroll.
   1. SMS text messaging to cell phones (enrollment required)
   2. Voice messaging to cell and landline phones (enrollment required)

(ii) E-mail messages to all cornell.edu e-mail addresses

(iii) Social Media including Cornell Facebook and Twitter accounts

(iv) Postings to University web sites
   1. [https://emergency.cornell.edu](https://emergency.cornell.edu)
   2. [https://cuinfo.cornell.edu/alerts](https://cuinfo.cornell.edu/alerts)

(v) Outdoor emergency sirens
(vi) Inclement Weather Phone (607) 255-3377 (weather related closings only)

(vii) Bulk Audix messages

(viii) CUView electronic signage messages

(ix) Web site message banners

(2) Crime Alert Messages

(a) Messages are developed by Cornell Police prepared message templates.

(b) Messages are disseminated to:

(i) All cornell.edu e-mail addresses

(ii) Postings to University web sites

1. https://cuinfo.cornell.edu/alerts

2. https://www.cupolice.cornell.edu/alerts.cfm

(3) University Statements

(a) Messages are developed by University Relations/University Communications

(b) Messages are disseminated by appropriate mechanisms including:

(i) Web postings of University Statements

(ii) Distribution to Cornell Chronicle and other news media

(iii) E-mail distribution to the Cornell Community

(iv) Via press conferences and press releases

f) Actions

i) Preparedness

(1) University Communications will establish procedures detailing the process for posting of information to each of the communication platforms.

(2) University Communications will work with CU Police, OEM, IPP Facilities Services, and other departments to develop pre-scripted emergency notification and incident response support notification messages for rapid deployment.
(3) University Relations/University Communications will develop pre-
scribed University statements and messages for foreseeable needs
and conditions (i.e. winter weather, University event severe weather
plans, etc.)

(4) University Relations/University Communications will develop and
maintain a process for incident notification to Senior Staff.

(5) University Communications will maintain a current media contact list, a
process for notification of media, a procedure for hosting press
conferences, and a list of suitable venues for hosting press
conferences.

(6) University Communications will maintain a list of personnel (at least one
primary and one back-up) that can be called to the Emergency
Operations Center (EOC) to manage communications support
functions.

(7) CUP and/or OEM will develop procedures for establishment, operation,
and management of a University hotline.

(8) University Communications shall maintain continuity of operation
(COOP) plans for the scope of capabilities identified in the ESF.
Service recovery priorities and resources shall be identified in the C-
COOP planning tool and further detailed through plans and procedures.

(9) Develop procedures to document costs for any potential
reimbursement.

(10) Participate in exercises and training to validate this annex and any
supporting plans and procedures.

ii) Response

(1) All incident public communications will be coordinated with the Incident
Commander.

(2) Cornell Police Dispatch Center will be responsible for activation of the
Emergency Notification tools.

(3) Cornell Police Dispatch Center and the EHS Office of Emergency
Management will be responsible for activation of the Incident Response
Support Notification tools.

(4) Cornell Police will be responsible for implementation of the Crime Alert
notification process.

(5) University Relations/University Communications will be responsible for
University Statement notification process.
(6) University Relations/ University Communications will be responsible for response to and coordination of media inquiries.

(7) Cornell University Dean of Students Office will be responsible for establishment, operation, and management of a University hotline and call center.

iii) Recovery

(1) Coordinate communications related by the Incident Commander, Incident Management Team, and/or Incident Executive Leadership Team.

(2) Ensure that ESF-17 personnel, departments or agencies maintain appropriate records of costs incurred during the event.

VI. Responsibilities

a) Primary Department: University Relations/ University Communications

i) Serve as the lead agency for communications related support functions and support the response and recovery operations after ESF activation.

ii) Develop, maintain, and update plans and procedures for use during an emergency.

iii) Identify, train, and assign personnel to serve as ESF-17a representatives at an Incident Command Post or on an Incident Management Team (IMT) when a University IMT is assembled.

b) Support Departments

i) Develop, maintain, and update plans and procedures for use during an emergency.

ii) Identify, train, and assign personnel to assist the primary department at the Incident Command Post or on the Incident Management Team as needed.

iii) Support the primary department as needed.

VII. Capabilities

a) Cornell University Messaging Tools

i) Phone Messaging – enrollment is required to receive these phone messages. Visit https://emergency.cornell.edu/alert/ to enroll.

(1) SMS text messaging to cell phones (enrollment required)

(2) Voice messaging to cell and landline phones (enrollment required)
(3) E-mail messages to all cornell.edu e-mail addresses
(4) Social Media messaging to Cornell Facebook and Twitter accounts
(5) Postings to University web sites
(6) Outdoor emergency sirens
(7) Inclement Weather Phone (607) 255-3377 (weather related closings only)
(8) Bulk Audix messages
(9) CUView electronic signage messages
(10) Web site message banners
(11) Special Conditions web page and listserv
(12) Local broadcast media

ii) Capable of development and distribution of University Statements.

iii) Capable of handling media relations including media notification, press statements, media advisories, and hosting of press conferences.

iv) Can provide graphic design, news reporting, editorial support, and publication.

v) Photographic and video recording documentation.

vi) Capable of collaboration and coordination with College and Administrative Communication Directors.

VIII. Resources
a) Media contact lists

IX. Policies and Procedures
a) University Polices
   i) 8.2, Inclement Weather
   ii) 5.2, Mass Electronic Mailing
b) University Communications
c) Cornell Police
   i) Standard Operating Procedures

X. Attachments
a) None
Plan Review and Revision History

<table>
<thead>
<tr>
<th>Summary of Changes</th>
<th>Date</th>
<th>Completed By</th>
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<tr>
<td>Full ESF review and update to version 2.0</td>
<td>09/08/2017</td>
<td>V. Darovskikh</td>
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<tr>
<td>Version 2.0 updates</td>
<td>09/11/2017</td>
<td>D. Maas</td>
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