

Updated January 10, 2017

To: Michael Warden, Lisa Grovenstein, Laura Diamond, Jason Maderer, Steven Norris, Michael Hagearty, Kristen Bailey, John Taylor, Dave Holston, Adelle Frank, Pam Bonser, Julie Bryant
From: Lance Wallace
Re: Inclement Weather Notification update
cc: Steve Swant, Rob Connolly, William Smith, Chuck Rhode, Mark Demyanek

Georgia Tech Institute Communications is responsible for contacting local media if severe weather or an emergency requires the Institute to declare CLASSES CANCELED or CAMPUS CLOSED or DELAYED OPENING UNTIL (TIME.) Emergency Preparedness' website, <http://www.gatech.edu/emergency/weather>, includes information on the distinctions among the three designations. It is worth noting that there may be times when we need to alert news media and the campus that Georgia Tech is open when other schools and universities in the area may be closed or experiencing delayed openings to clarify this campus' status.

The phone list for official notification of Atlanta-area media is attached. Some stations require passwords or use unlisted numbers to verify the authority of the caller. Please keep copies of this **confidential list at work and at home. Please ensure that your contact information on the attached list is always correct.**

Notification Process:

The Office of Emergency Preparedness conducts conference call(s) with the executive leadership when a closure or delay may be necessary. In addition to the executive leadership, the Chief of Police and the AVP for News and Campus Communications participate in the call. During this conference call, the President may formally decide to close, delay or keep the campus open. At that time, the executive leadership will direct the AVP for News and Campus Communications to coordinate notification of the community. It may be necessary to distinguish between the status of the Main Campus, the Cobb County Research Facility, the Savannah Campus and the NEETRAC facility (south of the airport). Tech administrators usually monitor severe weather conditions throughout the evening/night, and make closure/delay decisions as early as possible.

- GT Emergency Preparedness may issue a GTENS message if campus is closed or delayed. If a GTENS message is issued, the Institute's home page will automatically be updated with an initial message. Michael Hagearty can edit the home page message with additional clarifications or details.
- Institute Communications must have information in place on the home page *before* notifications are made via GTENS and any official Georgia Tech social media accounts. News media notifications can be made in tandem with the home page posting.
- Lisa Grovenstein will call Lance Wallace and Michael Hagearty alerting them of the specific message to give to media. This will serve as the official message of the Institute that all official Georgia Tech channels will use. Colleges/units may supplement with their own additional information for their audiences as appropriate. Example messages include the following:
 - o "Main Campus closed until (time.)"
 - o "Only employees designated as emergency essential should report to work."
 - o "Classes canceled until (time.)"
 - o "Classes cancelled, but staff report to work."
 - o See additional sample messages below.

- Lance Wallace (WGCL, radio) will call Laura Diamond (WSB and AJC), Jason Maderer (WXIA and WAGA) and Steven Norris (Social Media) as well as his designated media outlets. Lisa Grovenstein will notify leadership (Michael Warden, John Taylor and Dave Holston) and work with Michael Hagearty on messaging for Georgia Tech home page. Lance Wallace, Laura Diamond and Jason Maderer will monitor their TV stations for accuracy and call to ask for corrections if needed. Steven Norris will notify followers of the Georgia Tech Twitter account

as well as update the Georgia Tech Facebook page as appropriate. Other campus social media channels may share or repost official Georgia Tech social media account advisories only. These channels may supplement the Institute's official message with information specific to their audiences.

- Michael Hagearty will work with Adelle Frank/web team members to post an alert on the Georgia Tech home page and then notify Parent Communications, Alumni Relations, and Buzzport.

- Michael Warden will alert Charles Sutlive at USG communications and **Georgia Tech Institute Communications Cabinet members** who have not already been contacted (John Taylor, Pam Bonser, Dave Holston, Julie Bryant). Those cabinet members will then call their direct reports at home. Pam Bonser or Julie Bryant will change the Georgia Tech Institute Communications voicemail greeting, and all other Institute Communications staffers should change their individual voicemail greetings to incorporate the emergency situation.

Georgia Tech Institute Communications Contacts for inclement weather procedure

Michael Warden (Backup: John Taylor)

office: 404-894-0870
cell: 404-824-2284

John Taylor

office: 404-894-7060
cell: 404-771-1049
work: 470-428-2447

Lisa Grovenstein (Backup: Lance Wallace)

office: 404-894-8835
home cell: 404-314-3349
work cell: 404-660-2929
home: 770-638-7167

Lance Wallace (Backup: Jason Maderer)

office: 404-894-7460
work cell: 404-660-2928
home cell: 404-295-8064

Laura Diamond (Backup: Jason Maderer and Steven Norris)

office: 404-894-6016
work cell: 404-660-2927
cell: : 404-964-3588

Jason Maderer (Backup: Laura Diamond and Steven Norris)

office: 404-385-2966
work cell: 404-660-2926
cell: 404-276-1643

Steven Norris (Backup: Jason Maderer and Laura Diamond)

office: 404-385-0591
work cell: 404-281-3343
home cell: 256-453-4610

Adelle Frank (Backup: Dave Holston)

cell: 404-723-6701
office: 404-385-3418

Dave Holston

cell: 512-809-4613
office: 404-385-0232

Michael Hagearty (Back up is Kristen Bailey)

office: 404-385-8336
home cell: 404-316-5372
home: 404-352-4503

Kristen Bailey

cell: 404-414-0981
office: 404-385-7061

GT Operators Call to change the GT main operator lines (404-894-2000). Maria Hunter 404-931-3456. Back up Victoria Burse: 404-543-2161. GT Emergency Preparedness will update campus weather info line.

Steven Norris

Social Media:

Twitter will be the primary social media platform to disseminate severe weather information. We will supplement up-to-date details on Georgia Tech's official Twitter account. Official Institute messages can be shared and retweeted from @GTPDAalerts, the notification arm of Georgia Tech Emergency Preparedness. Facebook will be used to disseminate entire campus closures, especially in winter weather situations. We will supplement with visuals when possible. Links to latest information from the Georgia Tech News Center will be shared on all Georgia Tech social media when appropriate. Any pertinent information will also be shared with the email listserv for campus social media managers.

Contact social media directors and web managers at AJC, WSB, WGCL, WXIA and WAGA.

Michael Hagearty

Other campus channels: Parent Communications (Sara Warner 770-241-7099, Backup Laci Weeden 919-412-3612), Alumni Relations (Dawn Churi 404-385-2991), and Buzzport.

Sample Messages:

- The Georgia Tech campus is closed due to (specific weather incident). Only employees designated as "emergency essential" staff should report. Stay tuned to local media for updates or view updates at www.gatech.edu.
- All classes and labs have been canceled at Georgia Tech due to (specific weather incident). Administrative and research activities that are not directly related to instruction will continue as normal unless otherwise instructed by a supervisor/instructor. Stay tuned to local or check www.gatech.edu for updates.
- Georgia Tech will delay opening until ____ today due to (specific weather event). Stay tuned to local media for updates or visit www.gatech.edu.
- The National Weather Service has issued a winter weather advisory indicating that there may be periods of snow, sleet or freezing rain that could potentially cause travel difficulties. Since temperatures are forecast to rise above freezing, however, Georgia Tech will be open as usual on _____. Students, faculty and staff are urged to closely monitor road and traffic conditions and to use good judgment in determining when they can safely travel. Those with any concerns should work with their supervisors or instructors.
- Due to the winter storm warning anticipated to impact much of the metro area, Georgia Tech's Atlanta campus will be closed (when). Classes will be canceled and no employees are to report to work with the exception of those previously designated as "emergency essential" by their departments or otherwise instructed by their supervisors.

_____ Dining Halls will be open for students who have already returned to campus. Georgia Tech's transportation services will be operational on a limited basis as long as campus roads remain passable.

Please continue to monitor this website for updates as the winter weather system progresses.