

## College and University Resources for Reopening in Spring 2021 (updated March 12, 2021)

### **H. How to Communicate Your Reopening or COVID-Related Events**

- Lafayette College - Reopening communication (June 15, 2020)  
<https://fall2020.lafayette.edu/2020/06/15/president-byerlys-memo/>
- Reopening Campus Amid COVID-19: Tennessee Department of Health (Vimeo)  
<https://vimeo.com/424087201>
- **Ad Council COVID-19 Vaccine Education Initiative (March 2021)**  
<https://adcouncilvaccinetoolkit.org/>
- Reopening Campus Amid COVID-19: TN Dept. of Health PowerPoint slides  
[http://www.aicup.org/Portals/0/NewsRoom/Comm%20Special%20Links/Corona%20Virus%20Information/ticuawebinar\\_may282020.pdf?ver=2020-06-05-085802-720](http://www.aicup.org/Portals/0/NewsRoom/Comm%20Special%20Links/Corona%20Virus%20Information/ticuawebinar_may282020.pdf?ver=2020-06-05-085802-720)
- Communicating in a Crisis: Emerging Approaches to Reach Admitted and Enrolled Students in the Age of COVID-19 (complete the registration form to view the recording)  
<https://insidehighered.us2.list-manage.com/track/click?u=ed1d2ff123b6b83dd97022f88&id=0209df89c2&e=eb902599f9>
- COVID-19 Sample Notifications for Educational Institutions  
<https://www.huschblackwell.com/newsandinsights/covid-19-sample-notifications-for-educational-institutions>
- 5 Key Principles that Officials Should use in Coronavirus Communications  
<https://theconversation.com/crisis-communication-researcher-shares-5-key-principles-that-officials-should-use-in-coronavirus-133046>
- Stop Telling People Not to Panic About COVID-19  
<https://www.crainsdetroit.com/other-voices/commentary-stop-telling-us-not-panic-about-covid-19>
- Responding to Media Questions on COVID-19 (Association of State and Territorial Health Officials, Nov. 2020)  
<https://astho.org/COVID-19/Q-and-A/>
- Ad Council COVID-19 Prevention Public Service Announcements  
<https://www.adcouncil.org/campaign/coronavirus-prevention>

- COVID-19 Resources for Public Relations Offices  
<https://instituteforpr.org/covid-19-resources-for-pr-professionals/>