



A CRISIS ARISES- NOW WHAT?

Okay, so the media is at your doorstep and the helicopters are flying over your campus. What do you do? Well:

- First thing - DO NOT PANIC. Make sure your campus is secure - coordinate this through your staff, security specialists and SRO [keep an eye open for "visitors" - they may be Media]
- Follow the Flow Chart instructions for Crisis Situations - make sure all the proper phone calls are made
- Find out as many facts and details on the situation as you can. Separate rumor from the truth
- Contact the appropriate authorities and/or the Safety Department when a crisis arises and give them as many details as are available
- Depending on the nature and time of the emergency, make sure employees, students and parents are notified through media announcements and/or letters sent home regarding the status of facility operations and the resumption of work and/or school (Community Relations can help with this)
- If other community groups are involved in school programs and will be affected - such as after-school care - make sure they are kept informed as well

AFTER THE CRISIS

- Any visits to the "emergency area" must be approved by the on-site administrator and coordinated with Communications & Media Relations
- For restricted areas, stock photos may be made available to the press (if available) and coordinated with Communications & Media Relations
- Announce to key groups any decisions relating to employee or community relief, facility reconstruction or anything else appropriate

Other Items you should have ready in case of an emergency:

- A general description of your facility (i.e. number of buildings, number of students, etc.)
- Extra people to handle phone calls
- List of businesses which support the school