

Crisis Management Communications

During a crisis, the Superintendent is the spokesperson for the district and shall communicate with the media and public as follows:

1. Attempt to define the type and extent of the crisis as soon as possible.
2. Inform employees what is happening as soon as possible.
3. Designate a central source as the crisis communications center to coordinate information gathering and dissemination.
4. Instruct employees to refer all information and questions to the communications center.
5. Remind employees that only designated spokespersons are authorized to talk with news media.
6. Take initiative with news media and let them know what is or is not known about the situation.
7. Contact the top administrator or designee to inform him or her of the current situation, emerging developments and to receive clearance for statements to the media and public.
8. Delay releasing information until facts are verified and the district's position regarding the crisis is clear.
9. Provide a uniform, concise, clear and consistent message.
10. Assign sufficient staff members to handle phones and to seek additional information.
11. Keep a complete log of all incoming and outgoing calls and personal contacts.
12. Have key people relieved from their normal duties so they may focus on the crisis.

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