

Policy Statement

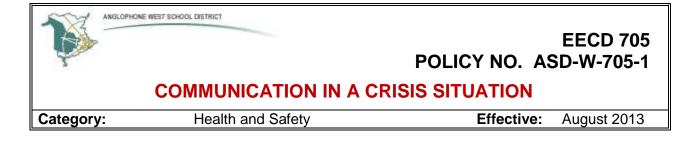
In the event of a crisis situation, the administration from the Office of the Superintendent should take a position and promptly communicate it to all parties involved. The reason behind the decision should be clearly cited.

Procedures

- 1. The Principal shall notify the Superintendent of the crisis.
- 2. The Superintendent shall determine the appropriate response.
- 3. The Superintendent or designate shall be the only person to speak for the District.
- 4. The Principal shall ensure that all employees know they are to direct media inquiries to the spokesperson.
- 5. The Principal shall prepare a list of persons or groups to be informed of the crisis.
- 6. The Principal shall brief the designated spokesperson throughout the crisis response.
- 7. The Principal shall distribute statements to appropriate staff and other key people.

The Superintendent shall:

- 1. Identify a single spokesperson and a back-up to report the facts to the media following EECD communications protocol.
- 2. Brief the designated spokesperson and assist in the preparation of a media statement.
- 3. Prepare a list of persons or groups to be informed of the crisis.
- 4. Ensure that the media know who the spokesperson is.
- 5. Distribute statements to appropriate staff and other key people.
- 6. Ensure that all employees know where to direct media inquiries.
- 7. Issue periodic statements, if the crisis is ongoing.



Reference

- Emergency Crisis Response Anglophone West School District Procedures (2012) – Appendix A
- Department of Education and Early Childhood Development Policy 705: Crisis Planning