



502.2AP Crisis Communication

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AMENDED:

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CROSSING REFERENCE:

- [801.4AP Emergency Procedures](#)
 - [801.5AP Emergency School Closure](#)
 - [502BP Media & Public Relations](#)
 - [502.1AP Media & Public Relations](#)
 - Critical Incident Response Manual
 - School Board and/or School Disaster Plan
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PROCEDURES:

The communications response in a crisis situation will depend upon the type and scope of the crisis.

Level 1: School-Based Crisis In a crisis involving an individual school:

1. The Superintendent shall ensure that the Board Chairman and Board members are informed about the situation immediately.
2. The Principal and the Superintendent shall jointly decide who will be the most appropriate spokesperson to the media. There shall be only one spokesperson for the school.
3. In the event of an injury, the Superintendent or Designate shall inform the family. In the event of a death the RCMP or designate appointed by the RCMP shall inform the family.
4. The Principal shall arrange for appropriate staffing of telephones to answer incoming parent/public inquiries. Staff shall be issued a factual statement to release.
5. The Executive Assistant to the Superintendent shall:
 - 5.1 coordinate the release of information to the public through the media, including the preparation of news releases; and
 - 5.2 arrange for a media coordinator, if necessary, to be on hand at the site to assist with the media.

Level 2: System-Based Crisis In a crisis which involves the entire school system:

1. The Superintendent shall inform the Board Chairman about the situation immediately and they shall jointly decide who is the most appropriate spokesperson to the media.
2. The Board Chairman will be responsible for informing Board members about the crisis and keeping them informed as the situation develops.
3. The Superintendent shall be responsible for informing and briefing the Executive Assistant to the Superintendent of the situation immediately.
4. The Executive Assistant to the Superintendent will be responsible for:
 - 4.1 informing all Central Office staff and Principals of the crisis and how Buffalo Trail Public Schools is responding;
 - 4.2 issuing a news release immediately and keeping the media informed about the situation and the school system's response;
 - 4.3 providing factual information to the media and referring all requests for comment to the designated spokesperson;
 - 4.4 designating a media relations coordinator to go out to the site (if appropriate to the crisis);
 - 4.5 arranging for a receptionist to staff the switchboard;
 - 4.6 arranging for telephone operators to deal with requests from the public (including issuing a prepared statement for telephone operators to follow); and
 - 4.7 informing any external stakeholder who may be impacted (ie. Industry, business)
5. The Principals will be responsible for:
 - 5.1 informing staff, students and parent/guardians about the situation, as deemed appropriate by the Superintendent.

Level 3: Emergency/Disaster

1. When a state of local emergency has been declared, the responsibility for response shall rest with the Municipal Emergency Services Director responsible for the area in which the school is located. Buffalo Trail Public School officials, Principals and other personnel will be involved in a disaster of this nature on the direction of the Municipal Emergency Services Director. All communications must follow the Emergency Communications Plan for the appropriate jurisdiction. (Example: tornado, extensive chemical spill, train derailment)