



COMMUNICATION IN A CRISIS SITUATION

Category: Health and Safety

Effective: August 2013

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.



ANGLOPHONE WEST SCHOOL DISTRICT

EECD 705
POLICY NO. ASD-W-705-1

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Reference

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