

## Sample Statements for the Media

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**“Our third-grade students were on a field trip when their school bus was involved in an accident on I-95. Rescue is on the scene, transporting students to area hospitals. Our vice-principal is also at the scene of the accident now. We have established a special hot-line for parents to call for more information. The number is \_\_\_\_\_. Our crisis team has gone into action, helping the staff and students. More information will be released as we receive it.”**

*Important points made in this statement are: the preparedness of the school for incidents of this nature; access to information for the parents; responsible immediate action taken by a powerful school representative at the scene; and support already provided to students at the school.*

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**“A fight involving two eleventh-grade students occurred a half block from campus at 7 p.m. last evening. The incident resulted in the fatal shooting of one of our students. Police are investigating and no more is known at this time. Our school’s crisis plan went into action immediately following the incident and these are the actions already taken:**

- **Our crisis committee met last night.**
- **A parent hot line has been established; the number is \_\_\_\_\_**
- **Resources have been called in to assist our recovery.**
- **Counseling for students will be provided.**
- **Review and reinforcement our school weapons policy is underway.”**

*Important points made in this statement are: there is no abdication of responsibility even though the incident occurred off campus and after hours; the incident is coupled with a statement about the weapons policy thereby portraying the school as a positive force within the community; access to information is made available immediately for concerned parents thus demonstrating the school’s forthrightness; the ability of the school to handle emergencies is proven by its quick response in providing counseling to the students.*