



**The Complete
Crisis Communication
Management Manual**

For Schools

National School Public Relations Association



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Information at your fingertips!

- How to practice “media triage.”
- Who staffs a support line for victims and their families?
- Decisions with a student abduction.
- What to do with reporters in “attack mode”?
- Should memorials be established?
- Intruders and hostage situations.
- Who should comprise your incident command system team?
- Steps to take in the event of a biohazard threat.
- Suicide “copycats” and clusters.
- What’s the best location for your incident command center?
- Lessons learned from hurricanes Katrina and Rita and other natural disasters.
- Dealing with death in the school community.
- Where is your parents’ reunion site after an evacuation?
- MRSA resources and recommendations.
- Employee strike communication plan.
- What should you have in your “go kit”?
- Sample voice and e-mail messages from wildfire incidents.
- Sample phone messages and letters during work stoppages.
- 10 myths about school shootings.
- Threat assessment decision tree.
- Sample training agenda for crisis response team.