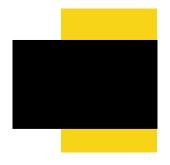




The Complete Crisis Communication Management Manual

For Schools

National School Public Relations Association



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Bomb threats ... School shootings ... Abductions ... Sexual misconduct ... School intruders ...

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		☐ Intruders and hostage situations.
mode"?	☐ Should memorials be established?	
		☐ Suicide "copycats" and clusters.
☐ Who should comprise your incident	☐ Steps to take in the event of a	
command system team?	biohazard t <mark>hre</mark> at.	Dealing with death in the school community.
☐ What's the best location for your	☐ Lessons learned from huricanes	
incident command center?	Katrina and Rita and other natural disasters.	☐ Employee strike communication plan
☐ Where is your parents' reunion site		☐ Sample phone messages and letters
after an evacuation?	☐ MRSA resources and recommendations.	during work stoppages.
☐ What should you have in your "go		☐ Sample training agenda for crisis
kit"?	☐ Sample voice and e-mail messages from wildfire incidents.	response team.
☐ 10 myths about school shootings.		
	☐ Threat assessment decision tree.	

Tornadoes ... Hurricanes ... Wildfires ... Biohazards ... Work stoppages ... Terrorism ...