NSPRA’s crisis manual is a best seller for good reason: school leaders know a crisis can strike at any moment.

This manual makes sure you’re ready!

Over the years, school leaders across the country have relied on this invaluable resource as a guide to navigate the treacherous communication challenges that a crisis presents.

When crisis strikes …

The first 30 minutes are the most crucial. Through this revised Crisis Communication Management Manual, you find out how to handle those initial critical moments. You also get step-by-step directions on preparing and reacting to common community concerns that, if not handled properly, could create panic.

Remember: The way a district handles a crisis can often have as much of an impact on the district’s reputation as the crisis itself.

All the information you need at your fingertips!

- How to practice “media triage.” See p. 81
- What to do with reporters in “attack mode”? See p. 75
- Who should comprise your incident command system team? See p. 26
- What’s the best location for your incident command center? See p. 30
- Where is your parents’ reunion site after an evacuation? See p. 31
- What should you have in your “go kit”? See pages 2–41
- 10 myths about school shootings. See p. 47
- Who staffs a support line for victims and their families? See p. 72
- Should memorials be established? See p. 76
- Steps to take in the event of a biohazard threat. See p. 107
- Lessons learned from hurricanes Katrina and Rita and other natural disasters. See p. 119
- MRSA resources and recommendations. See p. 134
- Sample voice and e-mail messages from wildfire incidents. See p. 161
- Threat assessment decision tree. See p. 171
- Decisions with a student abduction. See p. 179
- Intruders and hostage situations. See p. 205
- Suicide “copycats” and clusters. See p. 219
- Dealing with death in the school community. See p. 221
- Employee strike communication plan. See p. 239
- Sample phone messages and letters during work stoppages. See p. 247
- Sample training agenda for crisis response team. See p. 253

Includes lessons learned from hurricanes Katrina and Rita, and more!
True PR professionals sharing advice from their experiences ...

This in-depth source of information and advice is based on the experiences of primary author Rick Kaufmann, APR, who headed the crisis response at the Columbine High School tragedy. It includes first-hand reports from those who have recovered from hurricanes, tornadoes, wildfires and everyday mini-crises we all face in our schools.

The Complete Crisis Communication Management Manual will:
- Prepare you to deal with any crisis you may encounter.
- Help you protect your district’s reputation in the face of today’s unforgiving public.
- Help you revise and update your district’s crisis plan.
- Give you the examples and advice you need in one place to save you time when you need it the most!

Use it as a training tool!

The Complete Crisis Communications Management Manual contains training materials that can be adapted for your staff’s professional development. Make sure all employees know how to respond in the event of a crisis or tragedy – it’s essential!

“The beauty of this practical resource is that it gives you everything you need in just one spot. You can easily tailor it to make it your own. It is designed to save you time when you need it most.”

‒ Rich Bagin, APR
NSPRA’s executive director

YES! Please send me NSPRA’s Crisis Communications Management Manual/Third Edition

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