

**BEND - LA PINE SCHOOL DISTRICT NO 1
ADMINISTRATIVE REGULATIONS
CODE: EBC/EBCA -AR
DATED:
REVISED:
REVIEW DATE:
REVIEWED BY:**

COMMUNICATIONS REGARDING SERIOUS INCIDENT

Serious incidents occur from time-to-time and require that a network operate to communicate in as efficient a method as possible. Included in that plan is an awareness that accurate, timely information is necessary first for those directly affected by the situation and second for those who may reasonably need to be prepared to accurately discuss the incident.

Coupled with the need to activate a communication plan is the immediate need of the school administrators or district staff to deal with the incident itself.

The following plan is designed to provide a basic outline of responsibilities for school and district administration in such instances. Extraordinary circumstances may require modifications to the plan.

The process to follow for communication of serious incidents involving students or staff is as follows:

1. Immediately notify the appropriate emergency agency (911) and family of the victim. If it is necessary to hospitalize victim(s) for an injury and family members cannot get to the hospital promptly, have a staff member go to the hospital to serve as a liaison between hospital and district administration with instructions to relay progress reports as soon as possible.

2. Principal, Assistant Principal or staff member in charge will:

- a. Take whatever responsible measures are required to ensure the safety of all students and staff members in the immediate area and to make sure that they are kept informed of what has happened.

- b. Immediately notify the Superintendent office. Think in terms of the six basic questions: who? what? when? where? why? how?. The district office personnel will coordinate their efforts to help the school administration

3. The Superintendent's office staff will:

- a. Inform the Communications Specialist

- b. Ensure that the Superintendent is informed.

- c. Ensure that the Board is informed

- d. Notify the principals of the other schools as well as the Central Office Management Team.

e. Dispatch a member of the Central Office Management Team to the site to give support.

4. The Communications Specialist will:

a. Contact the principal or supervisor at the site where the emergency has occurred.

b. Develop content and timeline for communication to staff, parents, and students to ensure they have accurate, timely information about the incident. Whenever possible, these efforts will be coordinated with the school principal or supervisor.

c. Update the Superintendent

d. Draft news release for Superintendent review.

e. Be responsible for all media and public information release.

f. Deliver news release to Board, principals, and Central Office Management Team before it appears in the media.

5. The Superintendent will:

a. Review and authorize public information.

b. Keep Board informed.

c. Debrief and review the communication process with the Assistant Superintendent, Central Office Management Team, Principal, and the Communications Specialist.

d. Direct notification of OSHA in the event of an employee fatality.

6. The Superintendent, Assistant Superintendent, Principal, and the Communications Specialist are the only personnel authorized to answer questions by the media and should always follow the general guidelines for dealing with the media:

a. Withhold names of victims until families have been notified.

b. Report known facts only. Do not report rumors or hearsay

c. Unless you are absolutely sure of your information, it is better to collect your thoughts and gather additional information before giving information to the news reporter who is calling.

d. Speak calmly and objectively and avoid the use of emotional words.

e. Remain cool, non-judgmental, courteous, and in charge of the situation.

f. Never give information to anyone "off the record"