

## **7.0. Safe Schools**

### **7.0. SAFE SCHOOLS – EMERGENCY RESPONSE PLANS**

**Policy Reference: EL-1.1**

**Reviewed: November 27, 2012; November 29, 2022 (Inclement Weather), January 28, 2025, April 8, 2025**

#### **1. Emergency Process**

- a) Assess situation
- b) Mitigate harm
- c) Call 911
- d) Contact division office

#### **2. Emergency Response**

- a) All staff and students have a responsibility to contribute to the provision of optimum safety and security for the school. To achieve this objective, all staff and students will cooperate in communicating issues and problems promptly and efficiently to the principal, vice-principal or designate.
- b) If the staff or students believe that a student or visitor represents a danger to the security of the school, they will immediately notify the principal, vice-principal or designate.
- c) In an emergency situation where staff believes that the behavior of the student/visitor represents imminent danger, they will obtain police assistance immediately and notify the principal, vice-principal or designate immediately.
- d) Immediately after the occurrence of a violent activity or incident, a “Violent Incident Report” must be completed by the principal, vice-principal or designate, filed in the school and a copy sent to the Superintendent.
- e) Immediately following a violent activity or incident the principal shall consider and arrange, if deemed appropriate, communications to the school community, police through the Superintendent of Schools.

#### **3. Emergency Response Plan**

This will normally involve the use of the Crisis Support Team. Principals, in consultation with staff and community, will prepare an Emergency Response Plan and review it annually to respond to situations involving incidents of violence on school property, including the use of weapons and/or presence of youth gangs or groups on school property.

Each school and divisional site should be a clean, safe, comfortable physical environment where students and staff can learn and work.

Safety is everyone's responsibility.

Administrators are required to see that every effort is made to ensure that the workplace and the activities that occur therein are safe and conducive to the good health and safety of all.

Staff are required to carry out their duties with all due care and according to any and all safety rules and procedures that are established. Any concerns for health or safety when noted by staff must be reported to administration.

The safety of students shall be emphasized through effective supervision of students in school buildings, on school grounds, on school buses and through special attention to the following:

1. Maintaining safe school environments through the establishment of the Emergency Response Plan and Code of Conduct.
2. Observing safe practices and providing safety education, particularly in those areas of instruction or extra-curricular activities which may offer special hazards (e.g. gymnasiums, laboratories, playgrounds, field trips and excursions)
3. Establishing and enforcing rules and regulations designed to protect the safety of students while under school supervision.
4. Providing first aid care for students in case of accident or sudden illness.
5. Adhering to legislation and regulations issued by Education Manitoba pertaining to the safety of students.
6. Adhering to legislation and regulations relative to student transportation.
7. Including safety instruction programs relevant to activities carried out by students while they are under school supervision (e.g. bicycle, lab and shop safety).

The information contained in "7.0 Safe Schools" is designed to assist schools in establishing a safe school environment. It is to be used as a guideline for your school. The information can be adapted to meet the unique needs of each school and community in Lakeshore School Division.

The Emergency Response Plan will be reviewed and updated annually with staff, students and community.

\*Note: Forms for this section have deliberately included along with the procedures for ease of access in the event of an emergency.

## **Safe Environments**

(Emergency Response Plan)

### **SECTION ONE**

#### **CRISIS TEAM**

1. Division/School Office
  - 1.1 Superintendent/Principal/Designate Responsibilities
  - 1.2 Secretary/Designate Responsibilities
  - 1.3 Custodian/Lead Teacher/Assistant Principal Responsibilities
  - 1.4 Divisional Crisis Team
  - 1.5 Communication Inside/Outside Division Office
  - 1.6 Communication Inside/Outside Schools
  - 1.7 Building Site Emergency Contact List
  - 1.8 Division Office Phone Tree
  - 1.9 Codes

### **SECTION TWO**

#### **MAPS**

2. Evacuation Routes
  - Main Shut Off Valves (Hydro, Gas, Water, Propane)
  - Number Exterior Entrances, Label Interior Doors, Name all Hallways
  - Floor Plan (Utility Rooms)
  - Exterior Parking Lot & Fire Hydrants
  - Exterior Location Meeting Site
  - Emergency Evacuation Alternative Site

### **SECTION THREE**

#### **FIRST-AID**

3. First-Aid Kits Locations
  - First-Aid Certifications Tracking
  - First-Aid Staff Members Certifications
  - Medical Conditions Identified with Students/Staff/Volunteers
  - Applying Medicine to Students

### **SECTION FOUR**

#### **EMERGENCY PROCEDURES**

4. Fire Procedures
  - In the Event of a Fire
  - Teacher's Responsibilities
  - Chemical Spills
  - Water Flood/Water Main Break
  - Inclement Weather
  - Tornadoes
  - Transportation Department's Responsibilities
  - Transportation Supervisor or Designee
  - Fire Drill Report Sheet

## **SECTION FIVE**

## **BOMB THREAT**

5. Receiving a Bomb Threat Telephone Call
  - Principal's Responsibilities
  - Evacuation Procedures

## **SECTION SIX**

## **VISITOR/INTRUDER**

6. School Signage
  - Visitor Procedure
  - Principal's Responsibilities
  - Intruder in the School
  - Visitors who fail to Comply (Visitor Policy)
  - Activating Code Lock Down
  - If Intruder has a Weapon
  - Child Removal/Abduction

## **SECTION SEVEN**

## **MEDIA**

7. Dealing with the Media during a crisis
  - Guidelines for Working with the Media
  - Media Report Sheet

## SECTION ONE – CRISIS TEAM

### 1. School/Divisional Office

Equipment (Needed in the office in case of an emergency)

- Cell phone
- Two way Radio
- Email Access
  
- First-Aid Kit
- AED

Ensure your school has a written agreement, contact name, phone number and the keys to an alternative site.

#### **Superintendent/Principal/Designate Responsibilities**

- Authorize building evacuation
- Delegate personnel assignments
- Authority to make emergency expenditures
- Contact Divisional Office/Divisional Crisis Team
- Contact Emergency organizations
- Liaison with Superintendent re: Media
- Receive/Record information (Re: Damage, injuries, evacuation)
- Display information of current situation on status board
- Use all gathered information to create a summary report (for use at the end of the crisis)

### 1.2 Secretary/Designate Responsibilities

- Keep records of all incoming/outgoing calls, outside agencies assistance, and emergency organizations (contacted and on-site)
- Keep records of all principal's and designate's decisions and delegations
- Record all attendance information students, teachers and volunteers

### 1.3 Custodian/Lead Teacher/Assistant Principal Responsibilities

- Inspect for utility outages (gas, water, hydro, propane)
- If leaking, turn off
- Organize child/staff search (if needed)
- Create a first aid location (if needed)
- Record all first aid procedures rendered and who received them
- Secure access to all areas of the school
- Attempt to extinguish all small fires (if you feel safe to do so)

#### **1.4 Communication Inside and Outside the Division Office During an Emergency**

In the event of an emergency the Division Office will utilize the following communication protocol:

Principles:

- Contact with emergency service providers takes precedent
- Direct phone to phone communication is preferred
- Communicate clearly and concisely

Procedures:

- Communication between schools and division office should primarily be on Yealink handsets using the 4 digit numbers (speed dial) in order to not tie up phone lines.
- Bus radios can be used to inform bus drivers of developments. There is a handset in the main division office and another radio in the divisional truck.
- School messenger can be used to provide general information to families and staff (If School Messenger is not operating, each person is responsible to communicate with their direct reports (see organizational chart))
- Website should be updated regularly with up to date information

#### **1.5 Communication Inside and Outside Schools During an Emergency**

Each Principal shall ensure that the school under his/her arena of responsibility has established a clear and concise line of communication inside and outside of the school building by:

- Establishing a procedure for communicating an emergency
- Maintaining all means of emergency communication e.g. phone lines, bus radios etc. in good working order
- Providing a back-up means of communication in the event of a power outage e.g. walkie-talkies
- Establishing “phone trees” that will efficiently communicate with staff and parents/guardians and emergency personnel when required
- Ensuring that all staff, etc. are aware of the procedure

## 1.6 Building Site Contact List

Names

Telephone Numbers:

- to be established annually, at divisional level as part of the Emergency Response Plan

### TELEPHONE NUMBERS

EMERGENCY CONTACTS	PHONE NUMBERS
Emergency 911 (where available)	
Police – Emergency	
Regular	
Fire	
Ambulance	
Hospital – Emergency	
Admitting	
Kid’s Help Line (24 hours)	
Child Abuse Hotline	
Poison Centre	
Lakeshore School Division	
Divisional Crisis Team	
Superintendent	
Transportation Department	
Local District Offices of:	
Municipal Emergency Response Department	
Regional Health Authority Office	
Local Mental Health Unit	
Regional Child and Family Services Authority Office	
Other – Gas utilities	
Water	
R.M. Office	

**1.7**  
**EVACUATION PRACTICE LOG**

Evacuation Type	Date	Time it took to evacuate school	Principal's Comments



## 1.8 CODES

ANNOUNCEMENT	STAFF RESPONSE
<b>IT IS BEST TO BE VERY SPECIFIC</b> (Example: For an intruder the announcement should be “ <i>The school is to be locked down</i> ”)	<ul style="list-style-type: none"><li>• All students report to the nearest classroom</li><li>• All staff lock doors, turn out lights, close blinds</li><li>• Ensure students stay away from all windows</li><li>• Take roll call</li><li>• Any student missing – contact office</li><li>• All clear will be announced by principal</li><li>• Do not let a child leave your room</li><li>• If in the gym, go into the change room with students</li><li>• Depending on situation, consider an active response.</li></ul>
<b>IN CASE OF A FIRE</b> Evacuation of building should be announced	<ul style="list-style-type: none"><li>• Bring roll call with you</li><li>• Do attendance once outside/Bring to principal</li><li>• Bring your personal property</li><li>• Lock door behind you</li><li>• Follow Fire Evacuation Route</li></ul>
<b>BOMB THREAT EVACUATION</b> Should be announced as a General Evacuation	<ul style="list-style-type: none"><li>• Follow General Evacuation Procedures Ensure if bomb location is known, evacuation is away from area</li><li>• If you see anything suspicious, bring it to the attention of the Principal</li></ul>
<b>HAZARDOUS EVACUATION</b> Announce General Evacuation instructing all staff and students to stay away from effected area	<ul style="list-style-type: none"><li>• Follow General Evacuation Procedures</li></ul>

POST IN FRONT OFFICE  
(P.A. SYSTEM) STAFF TRAINED IN FIRST AID, CPR, WHMIS AND  
NON-VIOLENT CRISIS INTERVENTION PERSONNEL

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**REVIEWING, UPDATING, SHARING THE SCHOOL PLAN  
COMPLETED BY THE SCHOOL PRINCIPAL OR DESIGNATE**

Staff Meeting (dates) for school year:

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Presenters:

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Dates of School Principal or Designate Meetings: (minimum twice per year)

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## LOG OF EVENTS

[illegible]

## SECTION TWO - MAPS

### **2. Evacuation Routes**

- All evacuation routes should be posted in all rooms and hallways in the school/division office
- Evacuation routes should indicate the closest exit and an alternative exit

#### **Main Shut-Off Valves (Hydro, Gas, Water, Propane)**

All heating, ventilation, water supply and normal lighting in the building will remain inoperable until the electrical service is restored. Check with the local utility to determine the duration of the power outage.

In extreme cold weather supplement heat will be required within 12 hours to prevent building damage.

When the electrical service is restored the fire alarm panel will sound. It can be silenced by moving the silence switch to the upper position. All other systems will reset automatically.

### **2.3 Utility Rooms (Floor Plan)**

### **2.4 Exterior Parking Lot & Fire Hydrants**

### **2.5 Exterior Location (Meeting Site)**

### **2.6 Emergency Evacuation Alternative Site**

Ensure there is the following information to your school's alternative site:

- Contact; Name, Address, Telephone Number
- Written Agreement for the use of the site
- Keys
- Location

## SECTION THREE – FIRST AID

### 3. First Aid Kits

- Ensure all staff know the locations of a First Aid Kits
- Appoint a staff member to be responsible for First Aid Kits
- Create an inventory system to maintain First Aid Kits supplies

#### Emergency Kit at Division Office

An emergency kit is located on top of the mail box in the administration area.  
The kit consists of:

- 1 first aid kit
- 2 flashlights
- 4 spare batteries
- 1 fire alarm operating instructions
- 1 intrusion alarm operating instructions
- 1 diagram of office building layout
- Ensure a binder is maintained of student's and school personnel's medical conditions
- Binder should include:
  - Photo
  - Medical Condition
  - Symptoms
  - Treatment
  - Emergency Contact
  - Name, home address, telephone contact

#### **Applying Medical Treatment**

- Ensure that all school personnel are trained in the application of specific medical treatment
- Ensure proof of training is in all school's personnel files, is current and is posted

## SECTION FOUR – EMERGENCY PROCEDURES

### 4. Fire Procedures (Preparation)

- Fire Evacuation Routes should be posted in all rooms in the school and hallways
- Instruction on How to Use A Fire Extinguisher should be posted beside all fire extinguishers
- Fire Drills should be practiced once per month and recorded
- All Evacuation Codes should be posted in all classrooms (Try and include students in creating posters, etc. for fire procedures)
- Ensure all doors are labeled, number all exterior entrances/Exits and name all hallways
- All numbering of doors should start at the office and go clockwise
- All hallways should be named north, south, east, west
- Ensure school floor plan is posted at all exterior entrances
- Ensure all shut off valves are labeled per room (Hydro, Gas, Water, Propane)
- Ensure all fuse boxes and fuses are labeled

### In the Event of a Fire

- The principal or designee will execute the following plan
- Ensure the safety of all students and staff
- Delegate an attempt to extinguish fire (if you feel safe in doing so).
- If you feel the fire alarm must be activated, do it, call 911
- Evacuate all personnel
- Evacuate away from the fire and potential dangerous areas; Science Lab, Utility Rooms, Shops etc.
- Notify Divisional Office
- Ensure emergency organizations have floor plans of your school
- No one re-enters building without principal's consent
- Ensure meeting area is safe
- Ensure alternative-site is accessible
- Obtain roll-call from all teachers to ensure all students are accounted for

### Teacher Responsibilities

- Evacuate the students out of the building
- Take with you personal property, roll call
- Turn out the lights and close door
- Call roll call at exterior meeting area
- Deliver roll call to Principal or designate
- Notify Principal or designate of missing student(s)
- Ensure all students stay with designated teacher

## **Chemical Spills**

- In the unlikely event of an industrial accident, close to schools where there is a truck over-turning etc.
  - Call 911 with information about probable source of chemicals description e.g. smell, gaseous, color, proximity to school, wind and other conditions
  - Notify division office of situation
  - Follow instructions from the emergency call to stay within the building or evacuate the building according to emergency response plan
  - Seek information about strategies to reduce harm, e.g., opening windows, rinsing with water, etc.
- Follow WHIMIS for spills inside the building



## FIRE DRILL ALARM REPORT

Fire drills shall be held at least ten times in each school year and where practicable in the opinion of the principal, at least one in each month

In schools equipped with fire escapes, they are to be used in fire drills.

This form is to be sent to the Fire Prevention Director on the day fire drill is held.

SCHOOL

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PRINCIPAL SIGNATURE

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DATE

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1. Fire drills have been conducted in this school:

a) by standard signal on

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b) by emergency signal on

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c) time taken to empty school

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2. Have fire alarms been tested daily? \_\_\_\_\_

3. Have fire escapes and fire exit doors been tested daily? \_\_\_\_\_

Principal's Remarks:

Note: Any defects in fire alarms and fire escapes are to be reported immediately by telephone and confirmed by memo.

#### **4.4 Water: Flood/Water Main Break**

- Principal to assess damage and potential danger
- Principal will contact Director of Operations
- Determine if other divisional or community resources are needed; (Public Works, Maintenance, Emergency Organization)
- Advise staff if relocation is required within the building or if the evacuation response plan should be used
- Ensure all main utilities have been shut off

#### **4.5 Emergency Preparedness**

##### **Inclement Weather**

On the occasion of inclement weather the decision to close schools or cancel buses is made by the Superintendent/CEO.

Individual school bus drivers have the responsibility and right not to drive if they determine roads are hazardous due to ice, snow or over road flooding conditions. They must inform their Supervisor of that decision, and all the parents/guardians of their students.

When buses are cancelled, schools are also closed.

Closure process:

1. Director of Operations and Infrastructure or delegate(s) assesses weather and road conditions.
2. The Directors of Operations and Infrastructure and Superintendent will be in contact with each other between 6:00 and 6:30 a.m. The Superintendent will make the final decision regarding the cancellation of buses/classes.
3. The closure will be communicated to staff and community (for example: website, facebook and school messenger)
4. Temperatures below -40c or -45c with windchill at 6:00am on Environment Canada's website will automatically trigger a school closure for the full day.
5. In certain circumstances, the road conditions and/or weather will lead to regional rather than whole school closures.
6. During a school closure, staff must report to their supervisor for instructions on tasks to complete. Whether or not individuals have a work from home option is at the discretion of the division unless otherwise stipulated in the collective agreement. Individuals such as division office staff, custodians and mechanics are expected to report their regular place of work during school closures unless

given explicit written permission (for example an e-mail from their supervisor) stating otherwise.

7. Principals must ensure that there are staff available at the school in the event that a student did not get the message and arrives at the building.

In the event that there is an early dismissal:

1. Parents/guardians will be contacted via phone and informed of time that bus will be dropping their child off and it will be confirmed that there is childcare at home if relevant due to the child's age.
2. Students under 18 who arrive at school in student driven vehicles will have their parents notified before they are permitted to leave the school grounds.
3. During an early dismissal, staff must report to their supervisor for instructions on tasks to complete while working at home or alternate location.
4. Depending on the situation it may be determined that buses are cancelled and parents will be contacted via phone to pick up their children in personal vehicles or utilize a storm shelter location.
5. If all other reasonable options have been explored, students may need to remain at school under adult supervision.

In the event that there is a delayed start:

1. Conditions will have been evaluated to be likely improving within a one hour time frame. Examples of improving conditions include: sand/salt trucks on major routes and/or visibility improving..
2. The closure will be communicated to staff and community (for example: website, facebook and school messenger)
3. During a delayed start, staff must report to their supervisor for instructions.
4. Principals must ensure that a staff is available in the building to provide supervision for any students that arrive early.

Reference:

Inclement Weather Brochure

#### **4.6 Tornado**

- In the preparation of severe weather emergencies, develop a severe weather action plan and have tornado drills. Teach your students what actions to take if severe weather conditions occur before, during or after school hours.
- Identify safe areas in schools for shelter. If the school has a basement, use it as the evacuation area. Schools without basements should use interior rooms and hallways on the ground floor and away from windows.

- The principal or designate will be responsible for activating the plan, and monitoring the weather information from Environment Canada's Weather – Radio station.
- The principal or designate will be responsible for gathering the students on the exterior property.
- Move students quickly into interior rooms or central hallways on the ground floor. Students should protect their heads and crouch or kneel against the wall. Avoid gyms, auditoriums or other rooms on exterior walls.
- The principal or designate should ensure that the electricity and gas is shut off in the event that a tornado hits the school.
- Keep children at school beyond regular school hours if threatening weather is expected. Children are safer in a school than in a bus or car. Do **not** send students home early if severe weather is approaching.

## SECTION FIVE - BOMB THREAT

### 5.0 Receiving a Bomb Threat Telephone Call

- Ask the caller if they would like to talk to the Principal
- If they do not, do not argue
- Listen
- Be calm and courteous
- Do not interrupt the caller
- Keep the caller on the line
- Obtain as much information as you can, using Bomb Threat checklist (on the next page)
- Signal another staff member for their assistance
- Bomb Threat Phone Checklist (on the next page)

### 5.1 Principal's Responsibilities

- Alert Divisional Office first if unsure of credibility of threat.
- Call 911
- Shut off all school bells
- Evacuate the building away from bomb (if location known) using the general fire drill procedure and do not allow re-entry except authorized personnel until the "all clear" signal has been given

## STAFF **DO NOT** HAVE TO SEARCH THE SCHOOL PHONE THREAT CHECKLIST **KEEP CALM**

RECIPIENT

Name (print):

Telephone number:

Signature:

#### GENERAL QUESTIONS TO ASK:

1. What is it?
2. When is the bomb going to explode?

OR

When will the substance be released?

3. Where did you put it?
4. What does it look like?
5. When did you put it there?
6. How will the bomb explode?

OR

How will the substance be released?

7. Did you put it there?
8. Why did you put it there?

#### CALLER'S VOICE

Accent (specify):  
Any impediment (specify):  
Voice (loud, soft, etc):  
Speech (fast, slow, etc):  
Diction (clear, muffled):  
Manner (calm, emotional, etc):  
Did you recognise the caller?  
If so who do you think it was?  
Was caller familiar with the area?

#### THREAT LANGUAGE

Well spoken:  
Incoherent:  
Irrational:  
Taped:  
Message read by caller:  
Abusive:  
Other:

#### CHEMICAL / BIOLOGICAL THREAT QUESTIONS

1. What kind of substance is in it?
2. How much of the substance is there?
3. How will the substance be released?
4. Is the substance a liquid, powder or gas?

#### BACKGROUND NOISES

Street noises:  
House noises:  
Aircraft:  
Voices:  
Music:  
Machinery:  
Other:  
Local Call:  
STD Call:

#### BOMB THREAT QUESTIONS

1. What kind of substance is in it?
2. How much of the substance is there?
3. How will the substance be released?
4. Is the substance a liquid, powder or gas?

#### NOTES:

#### EXACT WORDING OF THREAT:

#### OTHER

Sex of caller: Estimated age:

#### CALL TAKEN

Date: Time:  
Duration of call:  
Number called:

#### ACTION (OBTAIN DETAILS FROM SUPERVISOR)

Report call immediately to:  
Phone number:

## SECTION SIX - VISITORS/INTRUDERS

### **6. School Signage**

All visitors

Welcome to our school

In the interest of safety for our students, please report to the office. (Ensure signage is at all exterior doors)

#### **6.1 Visitor Procedures**

Visitors should always report to the office

- Be asked for identification (if not known)
- Be provided with a visitor ID tag
- Respect all school rules

#### **6.2 Principal Responsibilities**

- Ensure all exterior entrances have visitor signage
- Exterior doors locked
- Ensure all staff is trained in “how to greet a visitor”. The first question is always “How can I help you?”
- If a staff member has planned a visitor, they should inform the office of the visitor and meet the visitor at the office
- All maintenance contractors should abide by visitor policy and procedures
- All school division personnel should abide by the school’s visitor policy and procedures

#### **6.3 Intruder in the School (Definition)**

- Anyone who refuses to follow the school’s visitor policies and procedures – does not adhere to the direction of a staff member – is seen in the school with a weapon or acting in a violent way

#### **6.4 Visitors who fail to Comply with School Policy and Procedures**

- Visitors should be verbally informed that they are in violation of school division policy.

- If this direction fails, send someone to notify the office of the situation.
- If you feel “safe”, follow the person and continue to request “they please report to the office”.
- If the intruder still does not follow direction, report incident to the office.
- Once the principal is made aware of the situation, the principal will make the decision to call the R.C.M.P. and contact the division office.

## 6.5 Abduction

- Should an abduction take place, the principal (or designate) shall:
  - Call 911
  - Inform the legal parent/guardian of the situation
  - If the abductor is unknown to school personnel, notes should be made describing the person in detail
  - Inform your Divisional Office.
- **Create a Hot File**

**A separate file containing all restraining orders should be kept in the main office. If possible, obtain a photograph of the person the restraining order is against.**

## 6.5 Activating Code Lockdown

- Principal will make a P.A. announcement declaring a lockdown
- All students will report to the nearest classroom
- All school exterior entrances will be shut and locked
- All classroom doors will be shut and locked
- All windows shut, locked and blinds closed
- All lights in classrooms turned off
- All students should be away from windows and doors
- Roll call should be called in each classroom after the all clear has been given by the principal
- Roll call should be communicated to the office
- The principal or designate will confirm the attendance of all students
- Locating students not in the class room may be implemented upon Principal’s discretion
- Students in the gymnasium should go into the change rooms
- Students in open area classrooms should have predetermined enclosed classrooms to go to
- Students in hallways and washrooms should go to the nearest classroom

## 6.6 If Intruder has a Weapon

In schools:

- Implement immediate lockdown procedures
- Contact office to alert RCMP
- Do not approach the intruder
- Contact Divisional Office

In Division Office

When a person in the division office is suspected of, or is known to be carrying a weapon, it will be considered an emergency situation requiring a lockdown. To this end, the following procedures will be followed:

- The Superintendent/CEO or designate will call 911 to notify emergency services of the need for immediate assistance
- The Superintendent/CEO or designate will initiate a lockdown.
- Do not leave the room until you have been informed that its safe to do so

## SECTION SEVEN - MEDIA

### **7. Dealing with the Media during a crisis**

- Whenever a crisis situation takes place at a school, media coverage is almost a certainty
- Having a prescribed plan as to how to work with the media lessens the anxiety level of all involved.

#### **7.1 Guidelines for Working with the Media**



- Principal will work with the Superintendent on a communications plan and statement.. It should be honest, sincere and factual.
- **The Superintendent is the spokesperson for the division and for each school.**
- The Principal will keep the staff informed.
- Be proactive concerning the Media. Consult the Superintendent's office, advise them of the story and they will contact the media (ensure before any information is given to the media it is cleared through the Superintendent's office).
- Create a positive relationship with the Media before an emergency crisis occurs.
- Stress positive action taken by the school staff.
- Do not refuse to speak to the media; they will turn to less reliable sources.
- Do not disclaim responsibility until all facts are known.
- Announce any new changes made after the incident has passed.  
(Safety precautions, training, etc.)
- Get the maximum amount of information out to the media and thus the public as soon as possible.
- Overall accuracy and completeness of media coverage depends to a large degree on "how fast" and "how much" information the media received.
- Emphasize to parents, students and staff that they can say no to interviews.
- Never release names or the extent of injuries or property damage; that information should come from the Superintendent's office.
- Never authorize that a picture may be taken of a student without the permission of the parent or legal guardian.
- When possible, monitor the radio and television stations to see if any information is already out and if it is, is it accurate.