

SAMPLE STATEMENTS TO THE MEDIA

Example: School Bus Accident

October 15, 2009

From the Office of Springfield School Principal Maude Benjamin

Re: School Bus Accident

Students from the Springfield School fifth-grade and their teacher David Taylor were returning to school after a field trip when their school bus was involved in an accident on Interstate-95 (I-95). The accident occurred at approximately 1:45 pm.

Emergency medical teams have arrived and are transporting students to Springfield Community Hospital. Assistant Principal Joan Chen is at the accident scene. Superintendent Marilyn Gonzales is on her way to the hospital to assess the situation.

We are notifying parents and guardians of students involved in the accident. In addition, parents and others may call our hotline number at 555-212-1212 for more information.

Our Emergency Management Response Team is implementing our emergency protocol for bus accidents.

Springfield School will keep parents, guardians, students, and the community informed of any developments in this situation.

SAMPLE STATEMENTS TO THE MEDIA, continued

Example: School Violence

October 20, 2009

From the Office of Springfield School Principal Maude Benjamin

Re: Incident Involving Springfield School Students

An incident involving two Springfield School students in the eleventh grade occurred yesterday at about 9:15 pm. The incident occurred one block off campus, in the 800 block of North Street.

The incident resulted in the non-fatal shooting of one of the students. The student was taken to Springfield Community Hospital and is expected to make a full recovery. The second student was taken into police custody.

An ongoing investigation is being conducted, but no more is known at this time.

Springfield School's Emergency Management Response Team has taken the following actions in response to this incident:

- The Emergency Management Response Team met last night and planned a staff meeting before the school day.
- We notified staff of the meeting using our automated phone system. The team provided information to staff at the meeting and answered questions on what is known about the incident and steps to be taken in response.
- Crisis counseling for students is being provided by personnel from the Columbia School District office and community resources.
- A review of Springfield School's weapons policy is underway and school security is on alert for potential related violence.