

Sample Template for Initial Media Release

For immediate release

Contact: NAME

PHONE NUMBER

DATE OF RELEASE:

Headline: NAME OF SCHOOL, INCIDENT

Describe situation:

At approximately TIME, DATE, TYPE OF INCIDENT occurred at SCHOOL NAME, LOCATION.

Describe action being taken:

Our school and district incident response teams as well as emergency responders (LIST AGENCY NAMES) are on scene.

Our major concern is for the safety of our students and staff.

List information for parents/staff:

Parents can meet their students at LOCATION ADDRESS.

Insert quote from principal/superintendent:

For more information:

Hotline number

District voice mail number

District Web site address