

Sample Media Communications Checklist

DURING THE INCIDENT	
<input type="checkbox"/>	The Principal, in concert with the School's Safety/Security Director, School District Superintendent, and Public Information Officer decides where the communications center will be if necessary to take it off-site. If possible, it should have telephones, copier, and fax machine.
<input type="checkbox"/>	The Public Information Officer gathers facts and writes a news release to include facts about the incident actions to protect students and staff, other positive actions taken by the school such as what is being done to help students and staff cope, and any restrictions such as where the communications center will be, who the spokesperson will be, that parent/guardian release must be obtained before speaking to students, etc.
<input type="checkbox"/>	School District Superintendent/School Principal will decide who will actually speak to the media.
<input type="checkbox"/>	Depending upon the situation, the Public Information Officer or Administrator will contact the news media if they are not aware of the situation.
<input type="checkbox"/>	The Public Information Officer makes copies of the news release to distribute or have available to the media.
<input type="checkbox"/>	The Public Information Officer ensures that updates are made at set times throughout the day, even if nothing new has happened, and that the time of the release is at the top of the page.
<input type="checkbox"/>	The Public Information Officer will remain accessible to the media.
<input type="checkbox"/>	After the incident, the school district/school announces any changes in practice or policy made as a result of the incident.
AFTER THE INCIDENT	
	Continue to provide regular communications and realize that the need for updated information continues in the aftermath of an incident.
	Maintain a master list of frequently asked questions and answers.
	Meet as needed with key stakeholders to identify questions, quell rumors and provide accurate and timely information.
	Convey a message of resilience, continued healing, and a return to normalcy when working with the media.
	Issue media advisories about memorial events open to the public, anniversary dates, fundraising or donations, etc.
	For the first anniversary, establish a Media Staging Area where the media can set up cameras so as to not intrude on the ceremony. Set guidelines on still and video cameras in the building. Consider a no-fly zone.
	Ask the media to refrain from replaying or reprinting images of the incident so as to not re-traumatize the victims.
	Ask the media to respect the privacy of those who do not want to be interviewed.