
AURORA PUBLIC SCHOOLS
Adopted October 2007
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APS Code: KDEA

CRISIS MANAGEMENT COMMUNICATIONS

The Board of Education recognizes the importance of developing and implementing a written plan for communicating with the media and public in the event of a crisis. The Superintendent will utilize the district School Safety, Readiness and Incident Management Plan to develop and implement crisis communication plans, as needed.

LEGAL REFS.: C.R.S. 22-32-109.1 (4)

CRISIS MANAGEMENT COMMUNICATIONS

During a crisis, the district spokesperson shall communicate with the media and public as follows:

1. Attempt to define the type and extent of the crisis as soon as possible.
2. Inform employees what is happening as soon as possible.
3. Designate a central location as the crisis communication center to coordinate information gathering and dissemination.
4. Instruct employees to refer all information and questions to the communication center.
5. Remind employees that only designated spokespersons are authorized to talk with news media.
6. Take initiative with news media and let them know what is or is not known about the situation.
7. Contact the top administrator or designee to inform him or her of the current situation, emerging developments and to receive clearance for statements to the media and public.
8. Delay releasing information until facts are verified and the district's position regarding the crisis is clear.
9. Provide a uniform, concise, clear and consistent message.
10. Assign sufficient staff members to handle phones and seek additional information.
11. Have key people relieved from their normal duties so they may focus on the crisis.