CRISIS RESPONSE
A legal, media and Social media approach

Legal aspect

- Talk to your legal counsel before talking to the media
- Speak with one voice (who will speak – board chair/members or superintendent or information officer?)
Only say what you know to be true...

If you tell the truth you don't have to remember anything.
Mark Twain

Don't re-phrase, put your own spin on etc.

"We think one of our staff members was arrested over the weekend and we think it was for DUI. She may lose her license.

FACTUAL information is best....

"One of our staff members was arrested on July 1."
"The district attorney's office has indicted a former district employee on charges of solicitation."
"An ex-employee has pled guilty to one charge of ___"
NOT
“We think.....”
“Teacher Mary Smith committed a crime.”

NO!

Have a plan

Incident happens (or more likely, you learn about it)
Generally, place employee on paid administrative leave
Law enforcement
Union?
Investigation
Discipline

Keep community informed

Email
Letter
Website
Who needs to know? Community, staff, parents etc.
Parents want to know:

- Kids are safe
- What you are doing to make that happen
- Is my child involved or affected?

Common issues/teacher - sexual conduct

What kids might be involved?
What school?
What age?
Our district?
Next steps?
“Former district teacher arrested...”

What years?
What school(s)?
Who can they call for more information?
Law enforcement contact?

Bullying/ hazing incidents

Seven Sayreville High School football players charged in sexual hazing scandal;
10th Texas high school athlete charged with sexual assault in hazing scandal
6 Napa High School football players charged in hazing scandal, 11 still under investigation
California high school football hazing scandal could widen

Again, goal is to keep kids safe...

What is district doing?
Next steps?
Put yourself in parents’ shoes.....
FBI looked for child pornography at top Hillsboro schools administrator's home, records show
“We are in the business of caring for and educating kids,” Graser wrote in the email. “We have no tolerance for any sort of behavior that threatens or victimizes children...”
percent of Americans use social media

(Pew Research Center, 2015)
CYBERBULLYING

[Graph showing monthly users of various social media platforms]
OSBA Policies*

JFCFA/GBNAA
JFCF
JFCF-AR

*For policy advice and electronic copies, contact OSBA's Policy Services department: 1-800-588-2800.
Celebrate academic achievement

Showcase students' aspirations

“I am The Promise of Oregon because I want to make the world kind and not rude to each other.”

Yvonne Heimbecker
Kids Mentoring Partnership
Tell stories
EXERCISE 1:
STUDENTS CITED, SOCIAL MEDIA

YOU: Board chair

SCENARIO: Over the last two days a growing number of posts have appeared on social media about rumored teenage drinking and marijuana use at a party last Friday night after the basketball game. Several student-athletes and cheerleaders are alleged to have been involved. Your superintendent contacts the local police department and discovers that 10 students were cited for being minors in possession after police were called to a home where loud music was playing and cars had congregated. Five of the 10 students are on the basketball team, including four starters from a team expected to win league. One student who drove away from the scene was stopped and arrested by police for driving while intoxicated. She is on the cheerleading squad; three other cheerleaders were in the car with her. They were not cited.

EXERCISE 2:
TEACHER ARREST

YOU: Board chair

SCENARIO: A teacher was arrested last night for allegedly engaging in a consensual sexual relationship with a 17-year-old senior.