Crisis Communications Quick-Reference

Document No.: QR-08-001 Effective Date: 05/2026

Purpose

This guide provides immediate direction during emergencies or sensitive incidents. It supports, but does not replace, NTPS protocols. NTPS and the Band Director always lead official crisis communication.

What Counts as a Crisis

A crisis includes, but is not limited to:

- Student injury, illness, or medical emergency
- Safety threat or police involvement
- Missing or separated student
- Transportation accident or equipment incident
- Allegation of misconduct or inappropriate behavior
- Severe weather or event evacuation

Immediate Rules (DO THIS FIRST)

- **Stop all posting immediately** (official and personal accounts)
- **Do not speculate, explain, or comment publicly**
- **Refer all questions to the Band Director**
- **Preserve the privacy and dignity of students and families**

Silence from RRBA is intentional during a crisis.

Chain of Communication

1. **Emergency Services (911)** – if life-threatening
2. **Band Director** – immediate notification
3. **RRBA President** – as soon as practicable
4. **RRBA Social Media Chair** – informed, but does not post

No other volunteers or officers are authorized to communicate externally.

What RRBA MAY Communicate (If directed)

Only if explicitly approved by the Band Director:

- Event cancellation or schedule change
- Neutral logistical updates (time, location, next steps)
- District-approved language verbatim

All messages must:

- Be factual and brief
- Avoid names or identifying details
- Avoid causes, blame, or outcomes

What RRBA MAY NOT Communicate

- Student names or descriptions
- Health or injury details
- Photos or videos of the incident
- Opinions, explanations, or reassurance statements
- "We are aware…" posts without approval
- Updates copied from parents, students, or bystanders

Social Media Enforcement

- Disable comments if directed
- Remove posts or comments speculating about the incident
- Screenshot and document serious violations
- Report concerning posts to the President

Internal Documentation (After Stabilization)

- Date, time, and nature of the incident
- Who was notified and when
- Any approved messages shared
- Media or posting issues encountered

Documentation is retained confidentially.

Post-Crisis Follow-Up

- Resume posting only after NTPS clearance
- Share only district-approved messaging
- Conduct an internal review if needed
- Update procedures if gaps are identified

Key Contacts (Fill In)

Band Director: _____ **Email:** _____

RRBA President: _____ **Email:** _____

Social Media Chair: _____ **Email:** _____

Remember

When a crisis occurs: protect students, defer to the Band Director and the President, and say less—not more.