

Scripted Messages and Emergency Notifications

November 2022

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# Introduction

The best practice for your school’s scripted messages and emergency notifications is to work in partnership with local first responder agencies to create an outreach plan and predetermine how information will be approved for release and who will provide that information.

The following recommendations are provided as a guide to school staff who will conduct public outreach operations during a critical or non-critical school-based incident. While the information released to the general public will be helpful to staff, staff-only messaging concerns may require additional considerations that are not covered here.

You will need to know who will communicate the messaging and how. The best plans will include the capacity to post to social media, utilize mass notification systems, monitor traditional and non-traditional media outlets, write advisories and releases, update webpages, provide interviews, manage press conferences, and manage and staff call centers. It is not possible for one person to properly and competently conduct the aforementioned tasks. Additionally, there should never be a single point of failure for any plan. Take the time now to train staff and create depth. Reach out to your local, regional, and state partners for support. There should be multiple individuals who can perform tasks.

# Important Aspects of Emergency Messages

Your messaging should be short, factual, and empathetic. You should pre-approve all categories of information and templates with your local police, fire and school administrators (e.g., number injured, number of fatalities, reunification plans, etc.). Determine now how to approve any new categories of information that arise during the event.

After an event begins, you must quickly establish yourself as an official source by messaging early, often, and accurately. The best practice for achieving that goal is to use messaging templates with categories of information that have been cleared for release with your administration and law enforcement partners. Consider creating templates for the following categories of information:

* Facts regarding the safety of students and staff.
* Facts regarding the event.
* When more information will be shared.
* Where parents can find up-to-date information (e.g., website, social media, call center).
* Empathetic messages.
* Instructions to NOT call the SAU or school.
* Instructions to NOT go to the school.
* Instructions regarding reunification.

Reunification plans should be pre-established. Outreach templates concerning reunification can therefore be created and should include details such as:

* When.
* Where.
* What parents need to bring (e.g., a photo ID).
* The expected amount of time for the reunification process to occur.
* Other site-specific details as necessary.

During the event, message early to establish yourself and your school as an official, credible source of information. Quickly share information on all forms of media to internal and external audiences. Be sure to also post to school webpages, stay on message, and use templates. Send frequent updates throughout the crisis (e.g., every 30 minutes), even if there is nothing new to report. Be brief, but appropriately empathetic. Monitor social media to understand stakeholder and community needs. Address stakeholder and community concerns in your outreach. Correct misinformation in future posts and, when possible, directly with those publishing it.

## Post-Incident

After the event, reassure the public by sharing ongoing response and recovery efforts. Consider demonstrating your school’s commitment to transparency by letting stakeholders and the community know your school will conduct an after-action report, share the results, and conduct corrective actions. If mistakes were made, do not stop communicating. Engage or re-engage the public through outreach channels, including social media. Depending on the nature and impact of the mistakes, it may be appropriate to engage legal counsel prior to discussing them openly. However, it is typically the best course of action to acknowledge mistakes and work to regain trust.

# Press Release Template

**FOR IMMEDIATE RELEASE**

Friday, August 25, 2023

Name, Title

(603) ###-####

**PRESS RELEASE**

**Headline here**

CITY/TOWN, N.H. – A/An (incident) has occurred at (name of school). At this time, all students and staff members are not in danger./At this time, school officials and first responders are working to ensure the safety of all students and staff members.

[Description of the incident here.]

[Important safety information here.]

# Emergency Message General Guidelines

* Text messages may not be longer than 160 characters, including spaces. Each template will include the character count — excluding the school's name and other information specific to the threat — to provide a reference.
* (INSERT LANGUAGE ABOUT WHAT THE “WEBSITE” IS).
* There are two categories of notices for which your agency should utilize: Emergency and Urgent Situation.
  + **Emergency** – An incident or condition, expected or unexpected, that threatens life or safety and requires immediate action.
  + **Urgent Situation** – An incident or condition that does not pose an immediate threat to life or safety, but that is of a nature where timely receipt of information or instructions may directly affect the well-being of the recipient.
* Ensure all messages are timely, accurate, and useful.
* Each message should consist of the following three components:
  1. **Alerting** (Attending management) – calling the user’s attention to the issue at hand.
  2. **Informing** (Information transfer) – what is happening, and what the user should and should not do.
  3. **Reassuring** (Affective or emotional payload) – degree of sensitivity as to the audience.

# Emergency Message Templates

Messaging from the Readiness and Emergency Management for Schools (REMS) Technical Assistance Center was used to create the following templates. They are to be used as messaging guidelines. Numbers after the text indicate how many characters are in the message excluding any information in parentheses.

## Active Shooter/Armed Intruder

**PA/VOICE**: Police Activity – Shooting: Avoid the area of (LOCATION). All individuals on school grounds should stay inside their current location. All buildings on school grounds have been secured. Do not allow building access to anyone without a valid school ID. Police have been stationed at certain points on school grounds to direct traffic and assist individuals. Police are on-scene investigating. Go to (WEBSITE) for more information and updates on the incident.

**TEXT:**(SCHOOL NAME) Emergency! A suspect with a weapon is on campus. Go into nearest room and lock door. Follow instructions from authorities. (123 characters)

**EMAIL/WEB:**(SCHOOL NAME) EMERGENCY! There is a suspect with a (TYPE) weapon on campus. [Shots have been fired.] If you are on campus, go into the nearest available room and lock the door. If you are not on campus, stay away. THIS IS NOT A TEST! Wait for the all clear notification from (SCHOOL NAME) officials or local authorities. For additional information and updates go to (WEBSITE) {End of message}.

**VOICEMAIL:** This is (NAME AND TITLE) with an EMERGENCY ALERT from (SCHOOL NAME). There is a suspect with a (TYPE) weapon on campus. (SHOTS HAVE BEEN FIRED.) If you are on campus, go into the nearest available room and lock the door. If you are not on campus, stay away. THIS IS NOT A TEST! Wait for the all clear notification from (SCHOOL NAME) officials or local authorities. For additional information and updates go to (WEBSITE) {End of message}.

## Area Evacuation

**TEXT/EMAIL/VOICEMAIL:**This is (SCHOOL NAME). Officers are responding to a report of (PROBLEM) at (LOCATION). Calmly evacuate the building using all available exits. Move away from the building. (Repeat message three times) (140 characters)

**TEXT/EMAIL/VOICEMAIL:**Problem Resolved: This is (SCHOOL NAME). The incident at (LOCATION) has been resolved and it is safe to return to normal activity. (Repeat message three times) (109 characters)

**WEB:** Officers are responding to a report of (PROBLEM) at (LOCATION) at (SCHOOL NAME). People inside the building have been asked to calmly evacuate the building using all available exits and move away from the building. Updates will be posted on this website as more information becomes available.

**Evacuation to a specific direction**

**TEXT/EMAIL/VOICEMAIL:**This is (SCHOOL NAME). Officers are responding to a report of (PROBLEM) at (LOCATION). Calmly evacuate the building. Avoid (LOCATION). Go to (DIRECTION/LANDMARK). (Repeat message three times) (101 characters)

**WEB:** Officers are responding to a report of (PROBLEM) at (LOCATION) at (SCHOOL NAME). People inside the building have been asked to calmly evacuate the building using all available exits. People in the area should avoid (LOCATION). People evacuating (BUILDING) are asked to go to (DIRECTION/LANDMARK). Updates will be posted on this website as more information becomes available.

**TEXT/EMAIL/VOICEMAIL:**Problem Resolved: This is (SCHOOL NAME). The incident at (LOCATION) has been resolved and it is safe to return to normal activity. (Repeat message three times) (108 characters)

**WEB:** The (PROBLEM) at (LOCATION) at (SCHOOL NAME) has been resolved and it is safe to return to normal activity. Updates will be posted on this website as more information becomes available.

## All Clear

**TEXT:** (SCHOOL NAME) ALERT ALL CLEAR: The situation is all clear. See campus email for more information. (84 characters)

**EMAIL/VOICEMAIL/WEB:** Will need to be written in real time after event to include summary of event and any safety tips (if applicable)

## Biological Incident/Threat

**TEXT:**EMERGENCY! (SCHOOL NAME) has received a biological threat. Prepare to evacuate. Follow instructions from authorities. (104 characters)

**EMAIL:** EMERGENCY! A biological threat has been received at (SCHOOL NAME). If you are on or near campus, prepare immediately for possible evacuation. Listen for instructions from school officials or local authorities and follow them quickly and carefully. For additional information and updates, go to (WEBSITE) {End of message}.

**WEB:** EMERGENCY! A biological threat has been received at (SCHOOL NAME). If you are on or near campus, prepare immediately for possible evacuation. Listen for instructions from school officials or local authorities and follow them quickly and carefully. Additional updates will be posted on this website as more information is received.

**VOICEMAIL:** This is (NAME AND TITLE) with an emergency ALERT from (SCHOOL NAME). We have received a biological threat that we deem credible. If you are on or near campus, prepare immediately for possible evacuation. Listen for instructions from school officials or local authorities and follow them quickly and carefully. For additional information and updates, go to (WEBSITE) {End of message}.

## Bomb Found

**TEXT:** (SCHOOL NAME) EMERGENCY! A bomb has been found on campus in (BUILDING). Prepare to evacuate. Follow instructions from authorities. (108 characters)

**EMAIL:** (SCHOOL NAME) EMERGENCY! A bomb has been found on the (SCHOOL NAME) campus in (BUILDING). Avoid the vicinity of the (BUILDING), prepare immediately for possible evacuation. If you are not in the area, stay away. Listen for instructions from school officials or local authorities and follow them quickly and carefully. For additional information and updates go to (WEBSITE) {End of message}.

**WEB:** (SCHOOL NAME) EMERGENCY! A bomb has been found on the (SCHOOL NAME) campus in (BUILDING). Avoid the vicinity of the (BUILDING), prepare immediately for possible evacuation. If you are not in the area, stay away. Listen for instructions from school officials or local authorities and follow them quickly and carefully. Additional updates will be posted as more information is received.

**VOICEMAIL:**This is (NAME AND TITLE) with an emergency ALERT from (SCHOOL NAME). A bomb has been found on the (SCHOOL NAME) campus in the (BUILDING). Avoid the vicinity of the (BUILDING), prepare immediately for possible evacuation. If you are not in the area, stay away. Listen for instructions from school officials or local authorities and follow them quickly and carefully. Repeat, a bomb has been found in the (BUILDING). For additional information and updates go to (WEBSITE) {End of message}.

## Bomb Threat

**TEXT:**(SCHOOL NAME) ALERT! (SCHOOL NAME) has received a bomb threat at (BUILDING). Evacuate if in that building. Follow instructions from authorities. (107 characters)

**EMAIL:** (SCHOOL NAME) EMERGENCY! A bomb threat has been received by (SCHOOL NAME). If you are near campus, prepare immediately for possible evacuation. Listen for instructions from school officials or local authorities and follow them quickly and carefully. For additional information and updates go to (WEBSITE) {End of message}.

**WEB:** (SCHOOL NAME) EMERGENCY! A bomb threat has been received by (SCHOOL NAME). If you are near campus, prepare immediately for possible evacuation. Listen for instructions from school officials or local authorities and follow them quickly and carefully. Additional updates will be posted as more information is received.

**VOICEMAIL:**This is (NAME AND TITLE) with an emergency ALERT from (SCHOOL NAME). We have received a bomb threat that we deem credible. If you are near campus, prepare immediately for possible evacuation. Listen for instructions from school officials or local authorities and follow them quickly and carefully. For additional information and updates go to (WEBSITE) {End of message}.

## Campus Closed (Weather)

**TEXT/EMAIL/VOICEMAIL:** (SCHOOL NAME) ALERT: A Severe Weather report indicates potential impact to (SCHOOL NAME). The campus is now closed. See (WEBSITE) for details. (105 characters)

**WEB:** (SCHOOL NAME) ALERT: A severe weather report indicates potential impact to (SCHOOL NAME) The campus is closed for (DURATION OF TIME).

## Child Abduction

**TEXT:** A child has been abducted from (LOCATION). For information on the suspect or child, go to (WEBSITE). (81 characters)

**EMAIL/WEB:** A child has been abducted from (PLACE). Call the police if the following suspect or child is seen: (DESCRIPTION OF SUSPECT AND CHILD).

**VOICEMAIL:** A child has been abducted from (PLACE). Call the police (NUMBER) or School Public Safety (NUMBER) if the following suspect or child is seen: (DESCRIPTION OF SUSPECT AND CHILD).

## Civil Unrest – Prior to Event

**TEXT/EMAIL/VOICEMAIL/WEB:** (SCHOOL NAME) Public Safety have learned that protesters are preparing for action on (DATE). Exact location is (PLACE/UNKNOWN). Report suspicious activity to police. (136 characters)

## Civil Unrest – During Event

**TEXT/EMAIL/VOICEMAIL/WEB:**Protestors are gathering in front of (LOCATION). Do not confront. (SCHOOL NAME) Public Safety is monitoring the situation. (98 characters)

## Classes Canceled

**TEXT 1:** (SCHOOL NAME) ALERT: Classes have been canceled due to (REASON FOR CANCELLATION). Staff should report at their normal time, safety permitting. (103 characters)

**TEXT 2:** (SCHOOL NAME) ALERT: Classes are on a (TIME) delay due to (REASON FOR CANCELLATION). Staff should report at the designated time, safety permitting. (101 characters)

**TEXT 3:** (SCHOOL NAME) ALERT: All classes canceled and offices closed due to (REASON). Check (WEBSITE). (63 characters)

**EMAIL:**Classes have been canceled for the following (LOCATIONS). Avoid the vicinity of (LOCATION). If you are not in the area, stay away. Listen for instructions from school officials or local authorities and follow them quickly and carefully. For additional information and updates go to (WEBSITE). Staff should report at their normal time, safety permitting. {End of message}.

**WEB:** Classes have been canceled for the following (LOCATIONS). Avoid the vicinity of (LOCATION). If you are not in the area, stay away. Listen for instructions from school officials or local authorities and follow them quickly and carefully. Additional information and updates will be posted as they become available. Staff should report at their normal time, safety permitting.

**VOICEMAIL:**This is (NAME AND TITLE) with an emergency ALERT from (SCHOOL NAME). Classes have been canceled for (SCHOOL NAME). Avoid the vicinity of (LOCATION). If you are not in the area, stay away. Listen for instructions from school officials or local authorities and follow them quickly and carefully. For additional information and updates go to (WEBSITE). Staff should report at their normal time, safety permitting. {End of message}.

## Cyber Incident

**TEXT/VOICEMAIL:**This is (NAME AND TITLE). We are aware of (network degradation/school website being offline) at (SCHOOL NAME) and are actively working to resolve the issue. Additional information and updates will be released as they become available. {End of message} (155 characters)

## Earthquake

**TEXT:** (SCHOOL NAME) ALERT: An earthquake has occurred. You should evacuate all (SCHOOL NAME) buildings and remain outside until further notice. (106 characters)

**EMAIL:**EMERGENCY!An earthquake has just occurred. For your safety, evacuate all (SCHOOL NAME) buildings. Remain outside until further notice. We will provide updates as we receive more information. For additional information and updates go to (WEBSITE) {End of message}.

**WEB:** EMERGENCY!An earthquake has just occurred. For your safety, evacuate all (SCHOOL NAME) buildings. Remain outside until further notice. We will provide updates as we receive more information. Additional information and updates will be posted as they become available.

**VOICEMAIL:**This is (NAME, TITLE) with an Emergency ALERT from (SCHOOL NAME). An earthquake has just occurred. For your safety, evacuate all (SCHOOL NAME) buildings. Remain outside until further notice. We will provide updates as we receive more information. For additional information and updates go to (WEBSITE) {End of message}.

## Evacuation

**TEXT/EMAIL/VOICEMAIL:**This is (SCHOOL NAME). Officers are responding to a report of (PROBLEM) at (LOCATION). Calmly evacuate the building using all available exits. Move away from the building. (Repeat message three times) (136 characters)

**WEB:** Officers are responding to a report of (PROBLEM) at (LOCATION) at (SCHOOL NAME). People have been asked to evacuate the building using all available exits and to move to a location away from the building. More information will be posted to this website as it becomes available.

**TEXT/EMAIL/VOICEMAIL:**Problem Resolved: This is (SCHOOL NAME). The incident at (LOCATION) has been resolved and it is safe to return to normal activity. (Repeat message three times) (107 characters)

**WEB:** The incident at (LOCATION) at (SCHOOL NAME) has been resolved and it is safe to return to normal activity. Any further updates will be posted to this website if necessary.

**Building Evacuation to a specific direction**

**TEXT/EMAIL/VOICEMAIL:**This is (SCHOOL NAME). Officers are responding to a report of (PROBLEM) at (LOCATION). Calmly evacuate the building. Avoid (LOCATION). Go to (DIRECTION/LANDMARK). (Repeat message three times) (97 characters)

**WEB:** Officers are responding to a report of (PROBLEM) at (LOCATION) at (SCHOOL NAME). People have been asked to evacuate the building using all available exits. Avoid (LOCATION). Go to (DIRECTION/LANDMARK). More information will be posted to this website as it becomes available.

**TEXT/EMAIL/VOICEMAIL:**Problem Resolved: This is (SCHOOL NAME). The incident at (LOCATION) has been resolved and it is safe to return to normal activity. (Repeat message three times) (106 characters)

**WEB:** The incident at (LOCATION) at (SCHOOL NAME) has been resolved and it is safe to return to normal activity. Any further updates will be posted to this website if necessary.

## Explosion

**TEXT:** (SCHOOL NAME) EMERGENCY! There has been an explosion on campus. Prepare to evacuate. Follow instructions from authorities. (109 characters)

**EMAIL:** (SCHOOL NAME) EMERGENCY! There has been an explosion on the (SCHOOL NAME) campus in the (BUILDING). If you are in the immediate vicinity, you should evacuate as instructed to by school officials or local authorities. If you are not in the area, avoid the area so that emergency units can work unimpeded. Follow instructions from school officials or local authorities. For additional information and updates go to (WEBSITE) {End of message}.

**WEB:** (SCHOOL NAME) EMERGENCY! There has been an explosion on the (SCHOOL NAME) campus in the (BUILDING). If you are in the immediate vicinity, you should evacuate as instructed to by school officials or local authorities. If you are not in the area, avoid the area so that emergency units can work unimpeded. Follow instructions from school officials or local authorities. Additional information and updates will be posted as they become available.

**VOICEMAIL:** This is (NAME AND TITLE) with an emergency ALERT from (SCHOOL NAME). There has been an explosion in the (BUILDING). If you are in the building or in the vicinity, you should evacuate as instructed to by school officials or local authorities. If you are not in the area, you should keep at a safe distance so that emergency units can work unimpeded. Follow instructions from school officials or local authorities. For additional information and updates, go to (WEBSITE) {End of message}.

## Extreme Temperature

**TEXT/EMAIL/VOICEMAIL**: (SCHOOL NAME) ALERT: A (heat/wind chill) advisory indicates potential impact to (SCHOOL NAME). The campus is closed for (DURATION OF TIME). See (WEBSITE) for details. (106 characters)

**WEB**: (SCHOOL NAME) ALERT: A (heat/wind chill) advisory indicates potential impact to (SCHOOL NAME). The campus is closed for (DURATION OF TIME).

## Facility Emergency

**TEXT/EMAIL/VOICEMAIL:** (SCHOOL NAME) Alert: A (DESCRIBE EMERGENCY) has occurred in (BUILDING) at (SCHOOL NAME). (BUILDING) is temporarily closed. See (WEBSITE) for details. (69 characters)

**WEB:** (SCHOOL NAME) ALERT: A (DESCRIBE EMERGENCY) occurred in (BUILDING) at (SCHOOL NAME). (BUILDING) is temporarily closed until the area is safe for re-entry.

An update will be posted on this site at (TIME).

The (SCHOOL NAME) appreciates your patience, cooperation, and understanding during this incident.

**WEB:** At approximately (TIME) today, a (DESCRIBE EMERGENCY) occurred in (BUILDING) at (SCHOOL NAME). (BUILDING) is being evacuated and will be closed until the area is safe for re-entry.

An update will be posted on this site at (TIME).

The (SCHOOL NAME) appreciates your patience, cooperation, and understanding during this incident.

**EMAIL:** This is a (SCHOOL NAME) ALERT emergency message for the (SCHOOL NAME). At approximately (TIME) today, a (DESCRIBE EMERGENCY) occurred in (BUILDING). (BUILDING) is temporarily closed until the area is safe for re-entry. For more details and updates, visit (WEBSITE) The school administration appreciates your patience, cooperation, and understanding during this incident.

## Flooding

**TEXT:** (SCHOOL NAME) Alert: Emergency! (SCHOOL LOCATION) is currently flooding. Please avoid (AREA NAME) (54 characters)

**EMAIL:**(SCHOOL NAME) ALERT: (AFFECTED LOCATION) is currently flooding. If you are in the area, seek higher ground immediately. If you are at home or on campus, stay where you are. For additional information and updates go to (WEBSITE) {End of message}

**VOICEMAIL:**This is (NAME, TITLE) with an emergency ALERT from (SCHOOL NAME). (AFFECTED LOCATION) is currently flooding. If you are in the area, seek higher ground immediately. If you are at home or elsewhere on campus, stay where you are. For additional information and updates, go to (WEBSITE) {End of message}.

**WEB:** Emergency ALERT from (SCHOOL NAME). (AFFECTED LOCATION) is currently flooding. If you are in the area, seek higher ground immediately. If you are at home or elsewhere on campus, stay where you are. Additional information and updates will be posted to this website.

## Gas Leak

**TEXT:**(SCHOOL NAME) ALERT: There is a gas leak and threat of fire on campus. Extinguish all flammable items. Follow instructions from authorities. (129 characters)

**EMAIL:** (SCHOOL NAME) EMERGENCY! There is a gas leak on the (SCHOOL NAME) campus in (BUILDING), posing a threat of fire from accidental ignition. If you are in the vicinity, immediately extinguish any burners or other flames and prepared to evacuate. If you are not in the area, stay away. Follow instructions from school officials or local authorities. For additional information and updates go to (WEBSITE) {End of message}.

**VOICEMAIL:**This is (NAME AND TITLE) with an emergency alert from (SCHOOL NAME). There is a gas leak in (BUILDING). It poses a threat of fire from accidental ignition. If you are in the vicinity, immediately extinguish any burners or other flames and prepared to evacuate. If you are not in the area, stay away. Follow instructions from school officials or local authorities. For additional information and updates go to (WEBSITE) {End of message}.

**WEB:** (SCHOOL NAME) EMERGENCY! There is a gas leak on the (SCHOOL NAME) campus in (BUILDING), posing a threat of fire from accidental ignition. If you are in the vicinity, immediately extinguish any burners or other flames and prepared to evacuate. If you are not in the area, stay away. Follow instructions from school officials or local authorities. Additional information and updates will be posted on this website.

## Internal Hazardous Materials

**TEXT**:(SCHOOL NAME) ALERT! There has been a hazardous spill on campus in (BUILDING). (Prepare to evacuate/Evacuate now). Follow instructions from authorities. (127 characters)

**EMAIL**:(SCHOOL NAME) EMERGENCY! There has been a (spill/release) of a hazardous material on the (SCHOOL NAME) campus in the (BUILDING). If you are near the spill leave now, all others stay away from this location so that emergency units and hazmat teams can work unimpeded. Follow instructions from school officials or local authorities. For additional information and updates, go to (WEBSITE) {End of message}.

**VOICEMAIL**:This is (NAME AND TITLE) with an emergency ALERT from (SCHOOL NAME). There has been a (spill/release) of a hazardous material on the campus at (LOCATION). If you are in the area of the spill leave now; all others stay away from this location so that emergency units and hazmat teams can work unimpeded. Follow instructions from school officials or local authorities. For additional information and updates, go to (WEBSITE) {End of message}.

**WEB:** (SCHOOL NAME) EMERGENCY! There has been a (spill/release) of a hazardous material on the (SCHOOL NAME) campus in the (BUILDING). If you are near the spill leave now, all others stay away from this location so that emergency units and hazmat teams can work unimpeded. Follow instructions from school officials or local authorities. Additional information and updates will be posted on this website.

## External Hazardous Materials

**TEXT**:(SCHOOL NAME) ALERT! There has been a hazardous spill on campus outside of (BUILDING). Seek shelter indoors. Follow instructions from authorities. (127 characters)

**EMAIL**:(SCHOOL NAME) EMERGENCY! There has been a (spill/release) of a hazardous material on the (SCHOOL NAME) campus outside the (BUILDING). If you are near the spill, seek shelter inside now, all others stay away from this location so that emergency units and hazmat teams can work unimpeded. Follow instructions from school officials or local authorities. For additional information and updates, go to (WEBSITE) {End of message}.

**VOICEMAIL:**This is (NAME AND TITLE) with an emergency ALERT from (SCHOOL NAME). There has been a (spill/release) of a hazardous material on the campus at (LOCATION). If you are in the area of the spill, seek shelter inside, all others stay away from this location so that emergency units and hazmat teams can work unimpeded. Follow instructions from school officials or local authorities. For additional information and updates, go to (WEBSITE) {End of message}.

**WEB:** (SCHOOL NAME) EMERGENCY! There has been a (spill/release) of a hazardous material on the (SCHOOL NAME) campus outside the (BUILDING). If you are near the spill, seek shelter inside now, all others stay away from this location so that emergency units and hazmat teams can work unimpeded. Follow instructions from school officials or local authorities. Additional information and updates will be posted on this website.

## Hostage Incident

**TEXT**: (SCHOOL NAME) ALERT – A HOSTAGE INCIDENT is unfolding in (LOCATION). Evacuate immediately and avoid this area. Check (WEBSITE). (92 characters)

**EMAIL/VOICEMAIL:**This is (NAME AND TITLE) with an emergency ALERT from (SCHOOL NAME). A HOSTAGE INCIDENT is unfolding in (LOCATION). Evacuate immediately and avoid this area. Follow instructions from school officials or local authorities. For additional information and updates go to (WEBSITE) {End of message}.

**WEB:** emergency ALERT from (SCHOOL NAME). A HOSTAGE INCIDENT is unfolding in (LOCATION). Evacuate immediately and avoid this area. Follow instructions from school officials or local authorities. Additional information and updates will be posted on this website.

## Lightning

**TEXT**: (SCHOOL NAME) Emergency! Electrical storm! Lightning is striking on or near campus. Stay inside and away from windows, doors, and metal objects. (130 characters)

**EMAIL**:(SCHOOL NAME) EMERGENCY! Electrical storm lightning is striking on or near campus. Stay inside and away from windows, doors, and metal objects until the storm has stopped. For additional information and updates go to (WEBSITE) {End of message}.

**VOICEMAIL**:This is (NAME AND TITLE) with an emergency ALERT from (SCHOOL NAME). A major electrical storm with powerful and frequent lightning strikes is hitting (SCHOOL NAME). Seek cover, stay away from windows, doors, and metal objects, and remain inside until the storm has stopped. For additional information and updates go to (WEBSITE) {End of message}.

**WEB:** (SCHOOL NAME) EMERGENCY! Electrical storm lightning is striking on or near campus. Stay inside and away from windows, doors, and metal objects until the storm has stopped. Additional information and updates will be posted on this website.

## Medical Emergency

**TEXT:** This is the (SCHOOL NAME) Public Safety. A person is experiencing a medical emergency in the (AREA/BUILDING). Please avoid the area at this time. (117 characters)

**EMAIL:** This is the (SCHOOL NAME) Public Safety. A person is experiencing a medical emergency in the (AREA/BUILDING). Please avoid the area at this time and follow instructions from officials. For additional information and updates, go to (WEBSITE) {End of message}.

**VOICEMAIL:** This is (NAME AND TITLE) with (SCHOOL NAME). A person is experiencing a medical emergency in the (AREA/BUILDING). Please avoid the area at this time and follow instructions from officials. For additional information and updates, go to (WEBSITE) {End of message}.

**WEB:** This is (NAME AND TITLE) with (SCHOOL NAME). A person is experiencing a medical emergency in the (AREA/BUILDING). Please avoid the area at this time and follow instructions from officials. Additional information and updates will be posted on this website.

## Microburst

**TEXT**:(SCHOOL NAME) Emergency! A strong storm that could contain microbursts is moving through the area on or near campus. Stay inside and away from doors and windows. (149 characters)

**EMAIL**: (SCHOOL NAME) EMERGENCY! A strong storm that could contain microbursts is moving through the area. Stay inside and away from doors and windows until the storm has stopped. For additional information and updates go to (WEBSITE) {End of message}.

**VOICEMAIL**:This is (NAME AND TITLE) with an emergency alert from (SCHOOL NAME). A major storm with the potential for powerful and frequent microbursts is in the area of (SCHOOL NAME). Seek cover, stay away from doors and windows, and remain inside until the storm has stopped. For additional information and updates, go to (WEBSITE) {End of message}.

**WEB:** (SCHOOL NAME) EMERGENCY! A strong storm that could contain microbursts is moving through the area. Stay inside and away from doors and windows until the storm has stopped. Additional information and updates will be posted on this website.

## Missing Person

**TEXT/EMAIL:** (SCHOOL NAME) ALERT (PERSON’S NAME) has been reported MISSING. CONTACT Public Safety (NUMBER) with any information. For further information, go to (WEBSITE). (108 characters)

**VOICEMAIL:** This is (NAME AND TITLE) with an ALERT from (SCHOOL NAME). (PERSON’S NAME) has been reported MISSING. CONTACT Public Safety (NUMBER) with any information. For further information, go to (WEBSITE).

**WEB:** (SCHOOL NAME) ALERT (PERSON’S NAME) has been reported MISSING. CONTACT Public Safety (NUMBER) with any information. Additional information and updates will be posted on this website.

## Power Outage

**TEXT/EMAIL/VOICEMAIL:** (SCHOOL NAME) Alert: A power outage has occurred in (BUILDING) at (SCHOOL NAME). (BUILDING) is temporarily closed. See (WEBSITE) for details (83 characters)

**WEB:** (SCHOOL NAME) ALERT: A power outage occurred in (BUILDING) at (SCHOOL NAME). (BUILDING) is temporarily closed until power is restored and the area is safe for re-entry.

An update will be posted on this site at (TIME).

The (SCHOOL NAME) appreciates your patience, cooperation, and understanding during this incident.

**WEB:** At approximately (TIME) today, a power outage occurred in (BUILDING) at (SCHOOL NAME). (BUILDING) is being evacuated and will be closed until power is restored and the area is safe for re-entry.

An update will be posted on this site at (TIME).

The (SCHOOL NAME) appreciates your patience, cooperation, and understanding during this incident

**EMAIL:** This is a (SCHOOL NAME) ALERT emergency message for the (SCHOOL NAME). At approximately (TIME) today, a power outage occurred in (BUILDING). (BUILDING) is temporarily closed until power is restored and the area is safe for re-entry. For more details and updates, visit (WEBSITE) The school administration appreciates your patience, cooperation, and understanding during this incident.

## Radiological Emergency – Unusual Event

**TEXT:** An incident, classified as an Unusual Event, has occurred at Seabrook Station Nuclear Power Plant. This incident presents no threat to the safety of (SCHOOL NAME). (150 characters)

**EMAIL/VOICEMAIL/WEB:** This is (NAME AND TITLE). (SCHOOL NAME) has been notified by Seabrook Station officials that an incident has occurred at the Seabrook Station Nuclear Power Plant in Seabrook, New Hampshire.

This incident has been classified as an Unusual Event. An Unusual Event presents no threat to public health or safety.

School will continue as scheduled. Further updates will be provided at (WEBSITE) as information becomes available.

## Radiological Emergency – Alert, Site Area Emergency or General Emergency

**TEXT:** An incident, classified as a/an (ALERT/SITE AREA EMERGENCY/GENERAL EMERGENCY), has occurred at Seabrook Station Nuclear Power Plant. (SCHOOL NAME) is dismissing students and staff. (145/158/156 characters)

**EMAIL/VOICEMAIL/WEB:** This is (NAME AND TITLE). (SCHOOL NAME) has been notified by Seabrook Station officials that an incident has occurred at the Seabrook Station Nuclear Power Plant in Seabrook, New Hampshire.

This incident has been classified as a/an (ALERT/SITE AREA EMERGENCY/GENERAL EMERGENCY).

Students and staff are being dismissed early and all after-school activities have been canceled.

Further updates will be provided at (WEBSITE) as information becomes available.

## Severe Crash

**TEXT/EMAIL/VOICEMAIL:** (SCHOOL NAME) ALERT a severe CRASH has occurred at (LOCATION). Check School website. (63 characters)

**WEB:** (SCHOOL NAME) ALERT a severe CRASH has occurred at (LOCATION). Please avoid the area and listen to local officials. Additional information and updates will be posted on this website.

## Severe Weather

**TEXT/EMAIL/VOICEMAIL**: (SCHOOL NAME) ALERT: A severe weather report indicates potential impact to (SCHOOL NAME). The campus is closed for (DURATION OF TIME). See (WEBSITE) for details. (120 characters)

**WEB:** (SCHOOL NAME) ALERT: A severe weather report indicates potential impact to (SCHOOL NAME) The campus is closed for (DURATION OF TIME). (Add details of severe weather.)

## Severe Weather (Operations Suspended)

**TEXT/EMAIL/VOICEMAIL**: (SCHOOL NAME) ALERT: A Severe Weather report indicates potential impact to (SCHOOL NAME). The campus is now closed. See (WEBSITE) for details. (124 characters)

**WEB**: (SCHOOL NAME) ALERT: A severe weather report indicates potential impact to (SCHOOL NAME) The campus is closed for (DURATION OF TIME). (Add details of severe weather.)

## Shelter in Place

**TEXT/EMAIL/VOICEMAIL:** This is the (SCHOOL NAME) Public Safety. Officers are responding to a report of (PROBLEM) at (LOCATION). Get to a safe place and take precautions until given the all clear. (Repeat message three times) (139 characters)

**TEXT/EMAIL/VOICEMAIL:** Problem Resolved: This is the (SCHOOL NAME) Public Safety. The incident at (LOCATION) has been resolved, and it is safe to return to normal activity. (Repeat message three times)

**WEB:** This is the (SCHOOL NAME) Public Safety. Officers are responding to a report of (PROBLEM) at (LOCATION). Get to a safe place and take precautions until given the all clear. Additional information and updates will be posted on this website.

## Shooting/Stabbing – Isolated Incident, Suspect Not in Custody

**TEXT:**(SCHOOL NAME) ALERT: A (shooting/stabbing) has occurred at (BUILDING). A suspect is NOT in custody, shelter in place. See email for more information. (138 characters)

**EMAIL**:(SCHOOL NAME) ALERT: A (shooting/stabbing) incident occurred at (TIME) at (BUILDING/LOCATION). Police are on the scene and investigating. A suspect is NOT in custody. If you are on campus, follow lockdown procedures, go into the nearest room and lock the door. If you are not on campus, stay away. Contact Campus Public Safety (PHONE NUMBER) if you see anything suspicious or have information on the case. Wait for the all clear from school officials or local authorities. For additional information and updates, go to (WEBSITE) {End of message}.

**VOICEMAIL**: This is (NAME AND TITLE) with an emergency alert from (SCHOOL NAME). A (shooting/stabbing) incident occurred at (TIME) at (BUILDING/LOCATION). Police are on the scene and investigating. A suspect is NOT in custody. If you are on campus follow lockdown procedures, go into the nearest room and lock door. If you are not on campus, stay away. Contact Campus Public Safety (PHONE NUMBER) if you see anything suspicious or have information on the case. Wait for the all clear from school officials or local authorities. For additional information and updates, go to (WEBSITE) {End of message}.

**WEB:** (SCHOOL NAME) ALERT: A (shooting/stabbing) incident occurred at (TIME) at (BUILDING/LOCATION). Police are on the scene and investigating. A suspect is NOT in custody. If you are on campus, follow lockdown procedures, go into the nearest room and lock the door. If you are not on campus, stay away. Contact Campus Public Safety (PHONE NUMBER) if you see anything suspicious or have information on the case. Wait for the all clear from school officials or local authorities. Additional information and updates will be posted on this website.

## Shooting/Stabbing – Isolated Incident, Suspect in Custody

**TEXT:**(SCHOOL NAME) ALERT: A (shooting/stabbing) has occurred at (BUILDING). A suspect is in custody. Police are on scene. See email for more information. (138 characters)

**EMAIL:** (SCHOOL NAME) ALERT: A (shooting/stabbing) incident occurred at (TIME) at (BUILDING). Police are on the scene investigating. This appears to be an isolated incident and a suspect is in custody. Even so, please be cautious and contact Campus Public Safety (NUMBER) if you see anything suspicious or have information regarding the crime. For additional information and updates, go to (WEBSITE) {End of message}.

**VOICEMAIL**:This is (NAME AND TITLE) with an emergency alert from (SCHOOL NAME). A (shooting/stabbing) incident occurred at (TIME) at (BUILDING). Police are on the scene investigating. This appears to be an isolated incident and a suspect is in custody. Even so, please be cautious and contact Campus Public Safety (NUMBER) if you see anything suspicious or have information regarding the crime. For additional information and updates, go to (WEBSITE) {End of message}.

**WEB:** (SCHOOL NAME) ALERT: A (shooting/stabbing) incident occurred at (TIME) at (BUILDING). Police are on the scene investigating. This appears to be an isolated incident and a suspect is in custody. Even so, please be cautious and contact Campus Public Safety (NUMBER) if you see anything suspicious or have information regarding the crime. Additional information and updates will be posted on this website.

## Structural Failure

**TEXT/EMAIL/VOICEMAIL**: (SCHOOL NAME) ALERT STRUCTURAL FAILURE occurred in (PLACE). Evacuate immediately and avoid this area. Check (WEBSITE) for further details. (107 characters)

**WEB:** (SCHOOL NAME) ALERT STRUCTURAL FAILURE occurred in (PLACE). (More details here if they are available.) Evacuate immediately and avoid this area. Additional information and updates will be posted on this website.

## Structural Fire

**TEXT:** (SCHOOL NAME) ALERT! There is a fire at (SCHOOL NAME) in (BUILDING), evacuate if you are in the building. If you are not in the area, stay clear of the area. (136 characters)

**EMAIL:** (SCHOOL NAME) EMERGENCY! A fire has been reported on the (SCHOOL NAME) campus in (BUILDING), if you are in (BUILDING), evacuate immediately. If you are not in the area, stay clear so that emergency units and firefighters can work unimpeded. Follow instructions from school officials or local authorities. For additional information and updates, go to (WEBSITE) {End of message}.

**VOICEMAIL:**This is (NAME AND TITLE) with an emergency alert from (SCHOOL NAME). A fire has been reported in the (BUILDING). If you are in the (BUILDING), evacuate immediately. If you are not in the area, stay clear of the (BUILDING) so that emergency units and firefighters can work unimpeded. Follow instructions from school officials or local authorities. For additional information and updates, go to (WEBSITE) {End of message}.

**WEB:** (SCHOOL NAME) EMERGENCY! A fire has been reported on the (SCHOOL NAME) campus in (BUILDING), if you are in (BUILDING), evacuate immediately. If you are not in the area, stay clear so that emergency units and firefighters can work unimpeded. Follow instructions from school officials or local authorities. Additional information and updates will be posted on this website.

## Suspicious Package

**TEXT/EMAIL/VOICEMAIL**: (SCHOOL NAME) ALERT A SUSPICIOUS PACKAGE found in (PLACE). Evacuate immediately and avoid this area. Check (WEBSITE) for further details. (106 characters)

**WEB:** (SCHOOL NAME) ALERT A SUSPICIOUS PACKAGE has been found in (PLACE). Evacuate immediately and avoid this area. Additional information and updates will be posted on this website.

## Suspicious Person

**TEXT/EMAIL/VOICEMAIL:** (SCHOOL NAME) ALERT Find a SECURE LOCATION, lock doors, and stay away from windows. Check (WEBSITE) for further details. (96 characters)

WEB: (SCHOOL NAME) ALERT There is a suspicious person on campus. (Description of person.) Find a SECURE LOCATION, lock doors, and stay away from windows. Additional information and updates will be posted on this website.

## Test

**TEXT:** This is a test of (SCHOOL NAME) ALERT, (SCHOOL NAME) emergency alert system. If you have received this in error, send an email to (School PIO). (99 characters)

**EMAIL/VOICEMAIL:** This is a test of (SCHOOL NAME) ALERT, (SCHOOL NAME) Emergency Notification Service. This is only a test. In the event of an actual emergency, you would be given brief details and directed to visit (WEBSITE) for more information and instructions. If you have received this message in error or have difficulty with the transmission of this call, please send email to (School PIO). Thank you for participating in the (SCHOOL NAME) Alert Emergency Notification System.

## Tornado

**TEXT:** (SCHOOL NAME) ALERT: A tornado warning has been issued for (SCHOOL NAME). Visit (WEBSITE) for more details. (71 characters)

**EMAIL:** (SCHOOL NAME) ALERT: A tornado warning has been issued for (SCHOOL NAME). A tornado warning means that a tornado has been sighted on the ground and you should take immediate action to take cover. Stay away from windows, doors, and walls that face the building’s exterior.

* Go to a shelter area, such as a basement or the lowest level in the building.
* If there is no basement, go to the center of an interior room on the lowest level (closet, interior hallway) away from corners, windows, doors, and outside walls.
* Put as many walls as possible between you and the outside.
* Get under a sturdy table and use your arms to protect your head and neck.
* Do not open the windows.

If a tornado hits and you sustain injuries or witness others being injured, call 9-1-1.

If the tornado warning is extended or lifted, an update will be posted at (WEBSITE).

**VOICEMAIL**: This is a (SCHOOL NAME) ALERT emergency message for the (SCHOOL NAME). A tornado warning has been issued until (TIME) today. A tornado warning means that a tornado has been sighted on the ground and you should take immediate action to take cover. For more details and updates, visit (WEBSITE).

**WEB:** (SCHOOL NAME) ALERT: A tornado warning has been issued for (SCHOOL NAME). A tornado warning means that a tornado has been sighted on the ground and you should take immediate action to take cover. Stay away from windows, doors, and walls that face the building's exterior.

* Go to a shelter area, such as a basement or the lowest level in the building.
* If there is no basement, go to the center of an interior room on the lowest level (closet, interior hallway) away from corners, windows, doors, and outside walls.
* Put as many walls as possible between you and the outside.
* Get under a sturdy table and use your arms to protect your head and neck.
* Do not open the windows.

If a tornado hits and you sustain injuries or witness others being injured, call 9-1-1.

If the tornado warning is extended or lifted, an update will be posted to this website.

## Unknown Situation

**TEXT:** (SCHOOL NAME) ALERT! Police are investigating an incident at (BUILDING/LOCATION). Please avoid the area. See email for more information. (126 characters)

**EMAIL**: (SCHOOL NAME) EMERGENCY! Police are investigating an incident at (BUILDING). Please avoid the area. As we learn more information, we will provide further updates. Again, for your safety avoid (BUILDING) until you have been advised it’s all clear. For additional information and updates, go to (WEBSITE) {End of message}.

**VOICEMAIL:**This is (NAME AND TITLE) with an emergency ALERT from (SCHOOL NAME)! Police are investigating an incident at (BUILDING/LOCATION). Please avoid the area. As we learn more information, we will provide further updates. Again, for your safety, avoid (BUILDING/LOCATION) until you have been advised it’s all clear. For additional information and updates, go to (WEBSITE) {End of message}.

**WEB:** (SCHOOL NAME) EMERGENCY! Police are investigating an incident at (BUILDING). Please avoid the area. As we learn more information, we will provide further updates. Again, for your safety, avoid (BUILDING) until you have been advised it’s all clear. Additional information and updates will be posted on this website.

## Utilities Failure

**TEXT/EMAIL/VOICEMAIL:** (SCHOOL NAME) ALERT: A utilities failure has occurred in (BUILDING) on (SCHOOL NAME). (BUILDING) is temporarily closed. See (WEBSITE) for details. (87 characters)

**WEB:** At approximately (TIME) today, a utilities failure occurred in (BUILDING) on the (SCHOOL NAME). (BUILDING) is being evacuated and will be closed until the area is safe for re-entry.

An update will be posted on this site at (TIME).

The (SCHOOL NAME) appreciates your patience, cooperation, and understanding during this incident.

This is a (SCHOOL NAME) ALERT emergency message for the (SCHOOL NAME). At approximately (TIME) today, a utilities failure occurred in (BUILDING). (BUILDING) is temporarily closed until the area is safe for re-entry. More details and updates, will be posted on this website when they become available. The school administration appreciates your patience, cooperation, and understanding during this incident.

## Wildfire Evacuation

**TEXT**: (SCHOOL NAME) ALERT! There is a fast-moving wildfire near (SCHOOL NAME). If you are on campus, evacuate immediately head toward (LOCATION). (103 characters)

**EMAIL**:(SCHOOL NAME) Emergency! There is a fast-moving wildfire near (SCHOOL NAME). Evacuations have been ordered. If you are on campus, evacuate immediately to (LOCATION). If you are not in the area, stay away. For additional information and updates, go to (WEBSITE) {End of message}.

**VOICEMAIL:** This is (NAME AND TITLE) with an emergency from (SCHOOL NAME). There is a fast-moving wildfire near (SCHOOL NAME). Evacuations have been ordered. If you are on campus, evacuate immediately to (LOCATION). If you are not in the area, stay away. For additional information and updates go to (WEBSITE) {End of message}.

**WEB:** (SCHOOL NAME) Emergency! There is a fast-moving wildfire near (SCHOOL NAME). Evacuations have been ordered. If you are on campus, evacuate immediately to (LOCATION). If you are not in the area, stay away. Additional information and updates will be posted on this website.

## Winter Weather Warning

**TEXT/EMAIL/VOICEMAIL**: (SCHOOL NAME) ALERT: A Winter Weather Warning indicates potential impact to (SCHOOL NAME). The campus is closed for (DURATION OF TIME). See (WEBSITE) for details.

**WEB**: (SCHOOL NAME) ALERT: A Winter Weather Warning indicates potential impact to (SCHOOL NAME). (Add details of weather.) The campus is closed for (DURATION OF TIME).

# Messaging related trainings

In addition to having scripted messaging, having knowledge about best practices on how to use alerts and warnings is recommended. The following trainings are all offered for free.

## FEMA

* [IS-29: Public Information Officer Awareness](https://training.fema.gov/is/courseoverview.aspx?code=IS-29.a&lang=en)
* [IS-42: Social Media in Emergency Management](https://training.fema.gov/is/courseoverview.aspx?code=IS-42.a&lang=en)
* [IS-242: Effective Communication](https://training.fema.gov/is/courseoverview.aspx?code=IS-242.c&lang=en)
* [E/L0105: Public Information Basics](https://training.fema.gov/empp/e105.aspx)
* [E/L0388: Advanced Public Information Officer](https://training.fema.gov/programs/pio/e388.aspx)
* [Master Public Information Officer Program](https://training.fema.gov/programs/pio/masterpio.aspx)

## National Disaster Preparedness Training Center

* [PER-304: Social Media Platforms for Disaster Management](https://ndptc.hawaii.edu/training/catalog/52/#course-description)
* [PER-343: Social Media Engagement Strategies](https://ndptc.hawaii.edu/training/catalog/31/#course-description)
* [PER-344: Social Media Tools and Techniques](https://ndptc.hawaii.edu/training/catalog/32/#course-description)