**Scenario Phase 2: Crisis Escalates (2 hours later)**

*Summary: All Chileda students and staff have been evaluated for injuries. Two students have been hospitalized with non-life-threatening injuries and are expected to make a full recovery. The police department is beginning its investigation into the cause of the accident, at least one driver involved in the accident indicated Chileda’s van swerved into oncoming traffic.*

*Current*: Local TV news is onsite at both the accident site and at the hospital, where students and staff have been evaluated. They are seeking comment from Chileda officials.

Key objective: Work through the questions below and prepare to respond to media

|  |  |
| --- | --- |
| **Questions** | **Notes** |
| **What are the facts? What do we know for sure?** |  |
| **Who are our key audiences?*** What information do they need from us?
* How will we deliver it?
 |  |
| **What additional information do we need and who is the source?** |  |
| **Questions** | **Notes** |
| **How do you respond to the media’s request for an interview and allegations that the Chileda driver might be at fault?** **What is your statement?***See sample statements on page 39 of plan* |  |