

CRISIS MANAGEMENT

Jackson Spalding

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First Steps in a Crisis

Gather information. Collect any relevant information and share with communication team upon arrival or on the phone while they are en route. As soon as possible, write down what happened, where it happened, who was involved, who saw it, what caused it, is there any remaining danger, who was harmed, and any other key circumstances or information necessary for the Incident Management team. The more facts, the better.

Focus communication on district/school responsibilities. Let emergency experts communicate about investigations, causes, damage or harm estimates. Your focus is on students, faculty, staff, families and functions related to the district or schools involved.

Help arrange or be a part of regular media/community updates. Establish regular updates with emergency experts and be prepared to send new information to important audiences – use all available channels – website, social media, parent communication tools, news media.

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CYBER- RISK CLAIMS OR INCIDENTS

GSBA

John Shore
Cell Phone: (404) 556-7422
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*For all cyber-risk claims,
please report the incident
immediately to GSBA
attention **John Shore***

AIG Claims:

Email Address: c-claim@aig.com
24/7 Hotline Number: (800) 292-7345
Manager: Jim McQuaid
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*If GSBA is not available,
you may also reach out
to Brad or Ashleigh at
Nelson Mullins*