

BRAD DOMITROVICH

The PR Zealot

BRAD'S QUOTABLE QUOTES

It's always good to have a bank of "quotable quotes" on the tip of your tongue for your everyday needs. You never know when you're going to need a good one. Here are a few I have used over the years.

General Safety:

- "The safety of our students and staff is always our top priority."
- "Because the safety of our students and staff is our top priority, the building was evacuated immediately."
- "The students were escorted in a safe and calmly manner out of the building."
- "Each of our campuses has a designated safe area where students and staff can wait until further instructions are given."
- "At no time were our students left unattended."
- "The students returned to the building after the all-clear was given by _____."
- "At times we choose to err on the side of caution for the safety of our students and staff."
- "Our emergency operations plan has been developed to protect our students and staff during any crisis situation."
- "Our district understands the importance of training, drills, and exercises."
- "Drills are routinely practiced to ensure that district personnel and first responders are aware of their duties and responsibilities."
- "As a district, we train many of teachers, coaches, and student sponsors with basic first aid training and CPR procedures."
- "We would like to thank our teachers and students for their cooperation, and of course a special thank you to our parents for their continued understanding and support."

Bus Accident:

- “Our bus driver followed protocol to the letter. Once he/she radioed in, he/she made sure that all students were safe until first responders arrived.”
- We are very fortunate that no students were injured. As a safety measure, first responders made an assessment check on each person on the bus.”
- “Our bus drivers participate in random drug testing throughout the year.”

Do you have a water well system?

- Samples of our water are tested for impurities on a regular basis, it is not uncommon for one sample out of many to come back flagged.”
- It is standard procedure to send additional water samples to be tested. In most situations, these samples come back clean.”
- Students will be provided with bottled drinking water until the water supply is back on-line”

HR/Investigations:

- “Since this is a matter involving school personnel, the district cannot comment at this time.”
- “At this time the matter is still under investigation and it would be premature for us to comment.”
- “Although the district is unable to make a comment at this time, we want to assure everyone that all sides of this unfortunate situation are being investigated.”
- “All of the students involved are protected by FERPA laws, we cannot release any information at this time.”
- “Unprofessional behavior is not tolerated by our district.”
- “We work with children. We expect that our employees maintain the highest level of professionalism in their contact with our kids.”
- “We hold each and every employee to the highest level of professional standards.”
- “We expect our employees to act professionally and treat our students with respect.”
- “Our students are expected to treat our teachers and staff with the utmost respect.”

- “Once the incident was reported, the district immediately began an investigation.”
- “According to Texas Law, all new hires and current teaching staff have their fingerprints on file. The district also performs a thorough criminal background check on each district staff member.”
- “All our employee applications are vetted through a very rigorous screening process.”

General Praise:

- “We would like to take this time to thank the parents and community members who support us on a daily basis.”

Death:

- “Our entire district is truly saddened by the loss of _____. He/She was a very special person and their presence will be missed by all the lives they touched.”
- “Our district lost a member of our family today.”
- “It is sad when our district loses a member of its family. It is even more tragic when such a young life is taken away from us.”
- “It is times like this that we are reminded just how precious life can be, and how fragile each of us truly are.”
- “All of our counselors are available to listen and help and students or staff that are needing assistance.”
- “We are very fortunate to have a team of experienced counselors that can provide the much needed comfort and support to our students and staff.”