

Media Relations
Parent Notification Sample Templates

LOCKDOWNS/SECURE MODE

CALLOUT

This is an important message for [Insert School Name] parents and students from Principal [Insert Principal Name]. Today, our campus was placed in secure mode as a precautionary measure while police investigated suspicious activity in the neighborhood. The secure mode was in place for about [Insert Time] minutes and was lifted as soon as we were given clearance by police. All students are safe and classroom instruction is continuing, as usual. Please know we take these situations very seriously, as the safety of our students is always our top priority. Please contact our school if you have any questions. Again, this was an important message for [Insert School Name] parents and students from Principal [Insert Principal Name].

EMERGENCY TEXTS

[Insert School Name] on lockdown while police investigate suspicious activity in neighborhood. All students safe inside school. Classes continuing as normal.

[Insert School Name] lockdown lifted. Police investigation in surrounding neighborhood completed. Students safe, school continuing as normal.

LETTER

[Insert Date]

[Insert School Name] Parents:

Though our students were never in any danger, I want to make you aware of an incident that occurred today on our campus.

This [Insert: Morning/Afternoon], our campus was temporarily placed in secure mode while the Houston Police Department conducted an investigation in the nearby area. The lockdown was in place for about [Insert Duration] minutes and was lifted as soon as we were given clearance by police.

I want to stress that our students were safe and never in any danger. The lockdown was simply a precautionary measure suggested by the Houston Police Department. Teaching and learning continued, uninterrupted — both during the lockdown and after it was lifted.

Please know we take these situations very seriously, as the safety of our students is always our absolute top priority. Should you have any questions, please don't hesitate to call our school office at [Insert Phone Number].

Sincerely,

[Insert Principal Name], Principal
[Insert School Name]

STRANGER DANGER

CALLOUT

This is an important safety alert for [Insert School Name] parents from Principal [Insert Principal Name]. On [Insert Date/Time], a student was approached by a stranger while walking home along [Insert Street], about [Insert Distance] miles from our campus. Thankfully, the student was not injured. The stranger [Insert

Reported Action (drove away, ran away, was scared off, etc)] and the student was able to run to safety. Police are investigating and extra officers have been assigned to patrol the area. Please know that we take these situations very seriously, as the safety of your students is always our absolute top priority. A letter with additional information and safety tips is being sent home with your student. I encourage you to discuss it with your children. If you see any suspicious activity or have any information on this suspect, contact HISD Police immediately at 713-892-7777, or call 911. Again, this was an important safety alert for [Insert School Name] parents.

LETTER

[Insert Date]

[Insert School Name] School Parents:

Though no students were harmed, I want to make you aware of an incident that occurred [Insert Day] near our campus.

A [Insert Grade] student was approached by a stranger while walking home from school along [Insert Street], about [Insert Distance] miles from our campus. [Insert Allegation. Ex: The man got out of his car, threatened the student with what appeared to be a gun and then got back in the car and drove away.] Thankfully, the student was not injured.

We were notified of the incident this morning and immediately contacted HISD Police. They are investigating and extra officers have been assigned to patrol the area as a precautionary measure. In the meantime, I encourage you to discuss these safety tips with your children:

- Students should walk in groups, not alone.
- Students should avoid distractions, such as cell phones, and pay attention to their surroundings.
- Students who are approached by a stranger should run away and seek help from others.
- Students should physically resist and yell for help if anyone tries to force them into a vehicle or a home.
- Students should immediately report any incident that makes them uncomfortable.

If your children walk to and from school, I encourage you to escort them as a precautionary measure, if possible.

Please know we take these situations very seriously. The safety of our students here at about [Insert School Name] is always our absolute top priority. If you see any suspicious activity or have any information on this suspect, we ask that you contact the HISD Police Department immediately at 713-892-7777, or call 911.

If you have any questions, please call our school office at [Insert School Phone Number].

Sincerely,

[Insert Principal Name], Principal
[Insert School Name]