

# CRISIS COMMUNICATIONS:

Are You Ready?



**David Voss, President and Founder  
Voss & Associates**

TEFN Connect Webinar and Interactive Learning Series  
May 6, 2021





# What are you going to say?

## Self-Paced Online Communication Courses for School Leaders

### Become a Powerful Communicator Through All Forms of Media

Communication is the vehicle to leadership. Learn to do it well. Designed specifically for school leaders everywhere — whether a rookie, aspiring administrator or a veteran in public affairs — these courses build your confidence, leading to greater performance. You won't just be heard. You will be remembered.

Voss & Associates Presents  
**Communicating  
Education**  
Digital Learning for School Leaders

#### Learn how to:

- ✓ Use media as a vehicle for leadership
- ✓ Become a louder voice for education
- ✓ Elevate your personal role and visibility
- ✓ Leverage media resources for good news
- ✓ Communicate a crisis with confidence
- ✓ Create memorable messages and quotes
- ✓ Navigate and control today's social media
- ✓ Build your brand and promote your schools

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[vossandassociates.net](http://vossandassociates.net)  
[communicatingeducation.net](http://communicatingeducation.net)

## A Communications Company with Its Heart in Education.

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# What do you want to know?



# A 24/7 News World



- Changes in Media
  - New media, old media
    - No more AM/PM news cycle
    - Cell phones, You Tube, Facebook, student reporters
  - News by the minute
  - People EXPECT instant information
  - People will measure you by how you handled it



# Crisis Plan Goals

- Free up personnel to take care of critical issues
- Disseminate accurate information quickly
- Keep crisis from escalating
- Inform directly, not just through media
- Manage information flow to avoid incorrect or hypothetical information



# Before the Crisis — Assign Roles

Player Positions



Prep-tech

# Before the Crisis — Assign Roles

Player Positions



Spokesperson

# Before the Crisis — Assign Roles

## Player Positions

Social Media Monitor





# Before the Crisis — Assign Roles

Player Positions



Staff Monitor

# Before the Crisis — Assign Roles

Player Positions

Member Monitor



# Before the Crisis — Assign Roles

Player Positions



Videographer

# Before the Crisis — Dark Website



- Prepare ahead of time
- Essential information
- Ability to update
- Located on server
- Ready to “go live”





# Before the Crisis — Critical First Steps

- Call District office, leadership
- Identify media access area
- Designate chief spokesperson
- Decide communication vehicles
- Write key messages for quotation or soundbites
- Monitor social media, parent, member and staff needs



# During the Crisis — Choosing Best Tools

- Web updates
- Notification systems for voice, text, email
- Updated email for longer messages
- Letter or daily fact sheets
- Social Media
- Media



- Short video updates via web and links

# During the Crisis — Media Control

- Prepare a message
- Control access
  - Set time, location
  - Make statement
  - Take questions
- Show empathy
- Stick to facts
- Stay on message
- Stay Calm



# During the Crisis — Control the Message

- Change your pace for quote... bracket your quote with silence...repeat
- Bridge from question back to your message
- Refuse to answer hypothetical or blame questions
- Create metaphors, make it relatable to audience



- Danger of going off message



# During the Crisis — Social Media SWARM


- **S**peak Like a Human
- **W**in–Win
- **A**void a Public Battle
- **R**ight the Wrongs
- **M**ake Friends

Don't Escalate. Engage.




# After the Crisis — It's Not Over Yet

- Send letter or phone message summarizing resolution
- Possible follow-up with media to update, correct wrongs
- Reveal corrective action, take responsibility
- Hold meeting with those affected or concerned, if necessary

  
LEARN

## 5. Crisis Over. Now What?

Communication continues after the media moves on



Learning 3 of 4

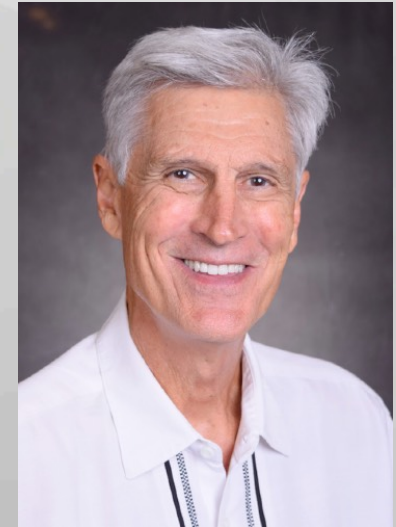
### Resolution and Action

Here's a news report that exemplifies five things done well to bring a controversial issue to a close: Resolution and appropriate action; avoiding confidential disclosure with ...

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# Who We Are

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Heart in Education.



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# Thank you for attending!

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