

COORDINATED
COMMUNICATIONS
FOR SCHOOL BOARDS



TOM ZUPPA

- Public Relations Account Director, John Guilfoil Public Relations
- 30+ years as a Reporter, Editor, Senior Editor at three daily newspapers in Massachusetts
- 10+ years as a Social Media Lead for a cluster of two daily and two weekly newspapers, building online communities and growing engagement.

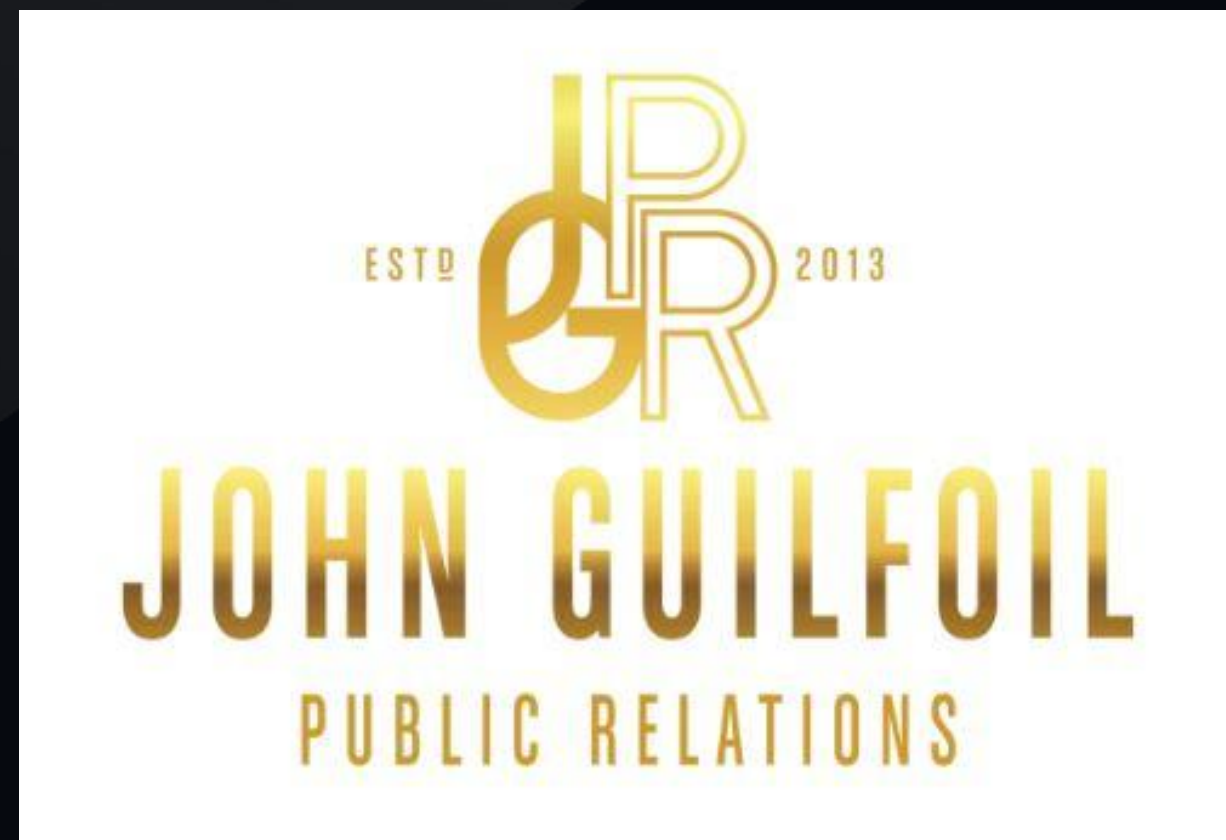


PAUL ZINNI

- Director of Education, Training, and Development, John Guilfoil Public Relations
- 36 years in education, including more than 20 years as a special education teacher and director, concluding as Superintendent in the Avon and King Philip districts (MA).
- Creates strategy, management tools, and professional development for clients



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WHAT IS A CRISIS?

A crisis can be defined as any event that may:

- Escalate in intensity
- Fall under close scrutiny of media and/or government
- Interfere with normal operations
- Jeopardize the positive public image of the agency and its employees
- Damage the bottom line in any way

CRISIS CASE STUDY 1: THE RESPONSE



WBZ NEWS
CBS NEWS
BOSTON

CRISIS CASE STUDY 2: THE RESPONSE



CRISIS COMMUNICATION: DO'S

- BUILD equity with the 95/5 Rule
- PLAN continuously: communications channels, best practices, stakeholders
- SEVERAL agencies, ONE message at all times

CRISIS COMMUNICATION: DON'TS

- DO NOT LIE. Ever
- DO NOT spin
- DO NOT delay
- DO NOT release information that you are not entirely sure about
- DO NOT prioritize your team over your community

QUESTIONS?



PROFESSIONAL DEVELOPMENT

JGPR Academy offers courses to the public safety, education, and municipal sectors

