

# **Crisis Communications: *Lessons Learned the Hard Way***

MSPRA Conference, Friday, March 18, 2016  
8:30 a.m.-9:10 a.m.; 2, 15-minute rounds

**Instructions:** This is an informal, guided conversation on the topics below. There is not a specific scenario, however you may choose to address one that someone suggests or you can simply talk about the topic in a more general way. Participants will choose two different topics during this 30-minute session. We've included discussion-starter/sustainer questions, if needed. Also, there is space at the bottom for any questions your groups would like to ask Larry Johnson. Thank you!

## **Topics:**

- Death of a student or staff member—Kalli Zielbauer
- Administrator or staff misconduct—Tom Scheidel
- (Threat of) school violence—Karen Heath
- Transportation incident or accident—Keely Baribeau
- Tweetgate (social media gone bad)—Diane Bauman, APR
- Drugs in school (including OTC misuse)—Garth Kriewall
- Crisis Du Jour—Gerri Allen

## **Discussion-Starter/Sustainer Questions:**

1. What's one of the first things you would do in this situation?
2. Who else might you need to involve?
3. What information should be contained in your initial, official statement?
4. What should be included in your key messages?
5. How would you notify board, staff, parents, students?
6. How would you deal with the media who show up on site?
7. How would you continue to communicate throughout the first 24 hours?
8. How might you meet the needs of those impacted?
9. What message might you deliver after the crisis?
10. What might you do to improve your response for next time?

## **Questions that you'd like Larry Johnson to address:**