

# Effective Organizational Communications

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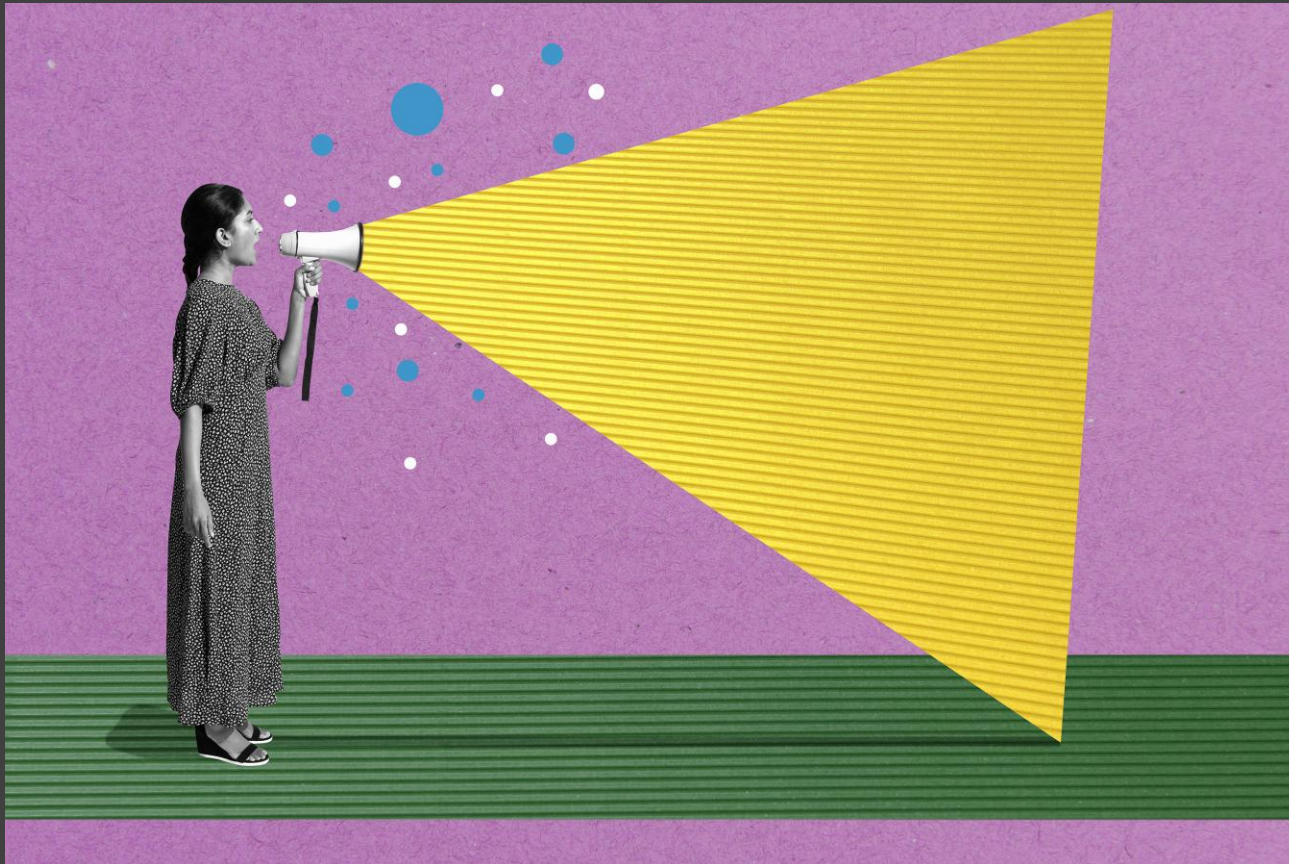


# Agenda

## Organizational communications best practices:

1. In to Out (5 min)
2. Internal Communications (15 min)
3. Crisis Response Plan (15 min)
4. Strategic level (5 min)
5. Plan (25 min)
6. Spokesperson plan (5 min)
7. Media (20 min)

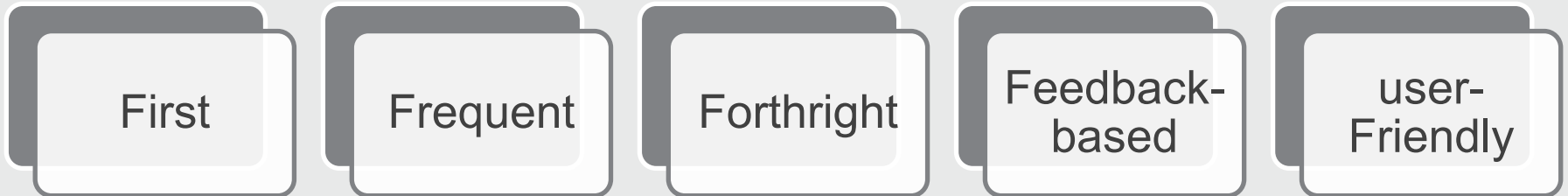
# Best practice #1: In to Out



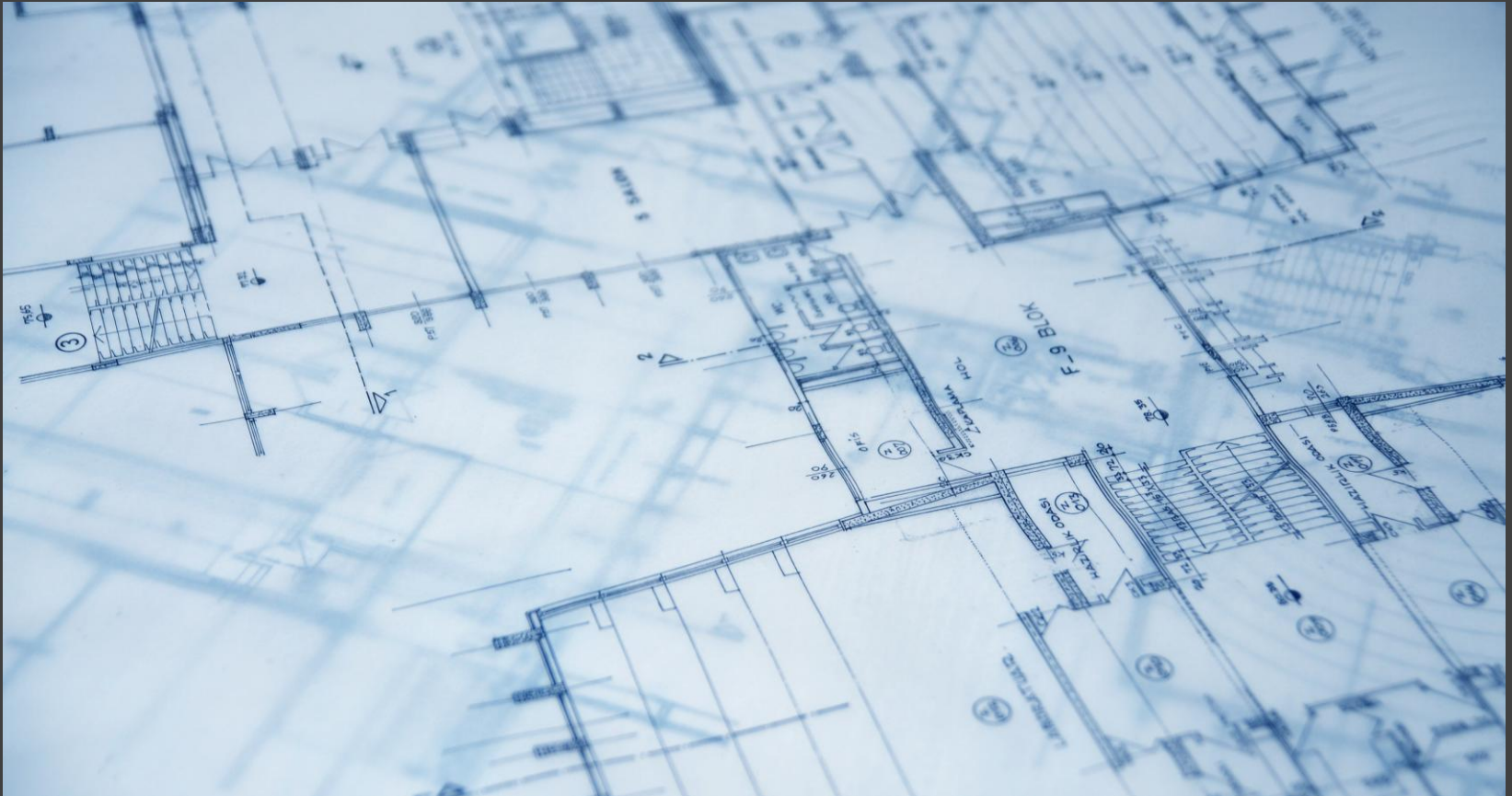
# Best practice #2: Strong internal communications



# 5 Fs of internal communications



# Best practice #3: A good crisis response plan

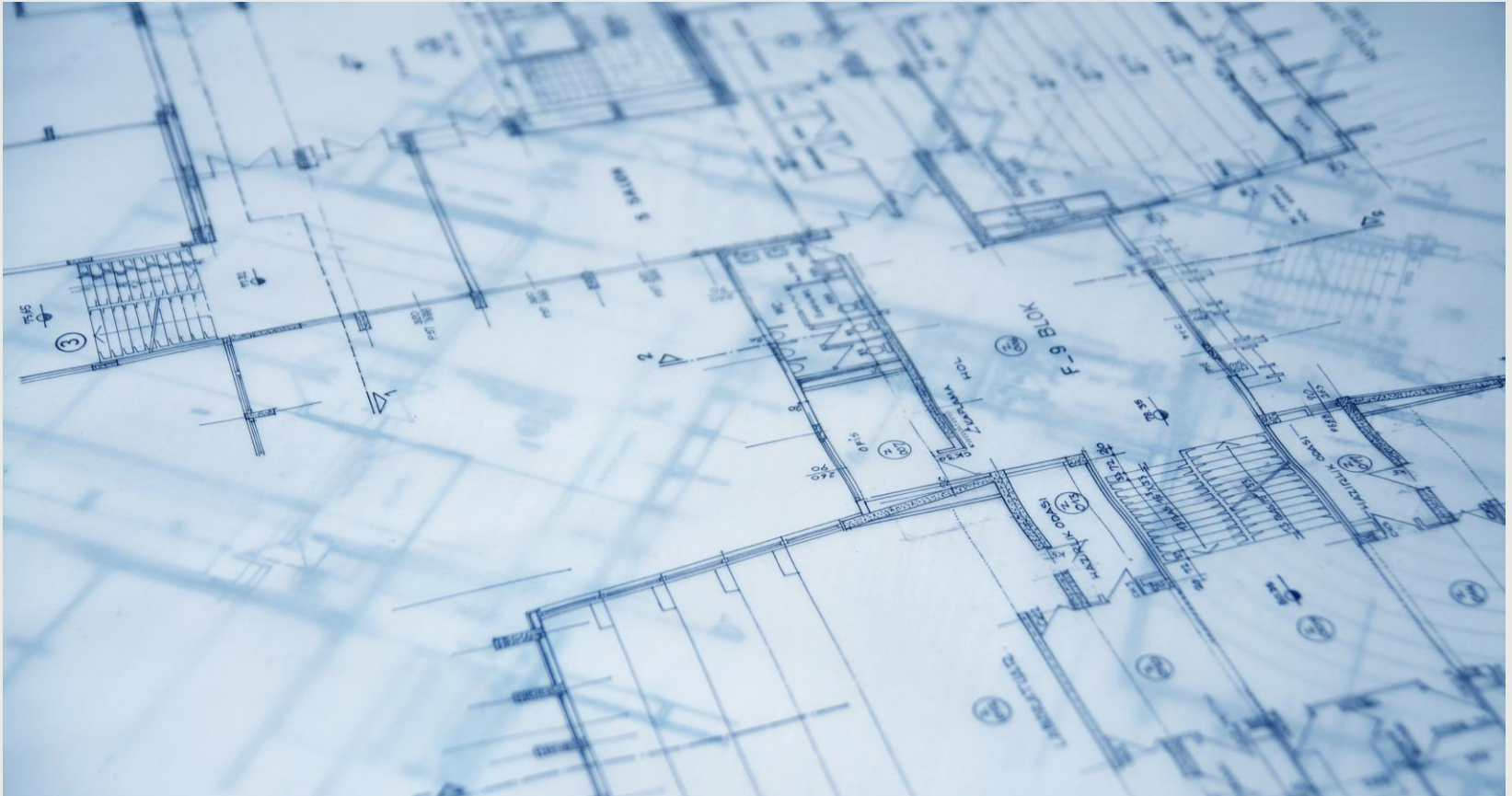


# Crisis vs Issue

## Crisis vs Issue

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>▪ Immediate need for response</li><li>▪ Communication needed ASAP</li><li>▪ Could cause reputational damage if not managed well</li><li>▪ Often garners media attention</li></ul> | <ul style="list-style-type: none"><li>▪ A problem that could cause reputational damage and need immediate response if not handled well now</li><li>▪ Caught early enough to address before it becomes a crisis</li></ul> |
|---|--|

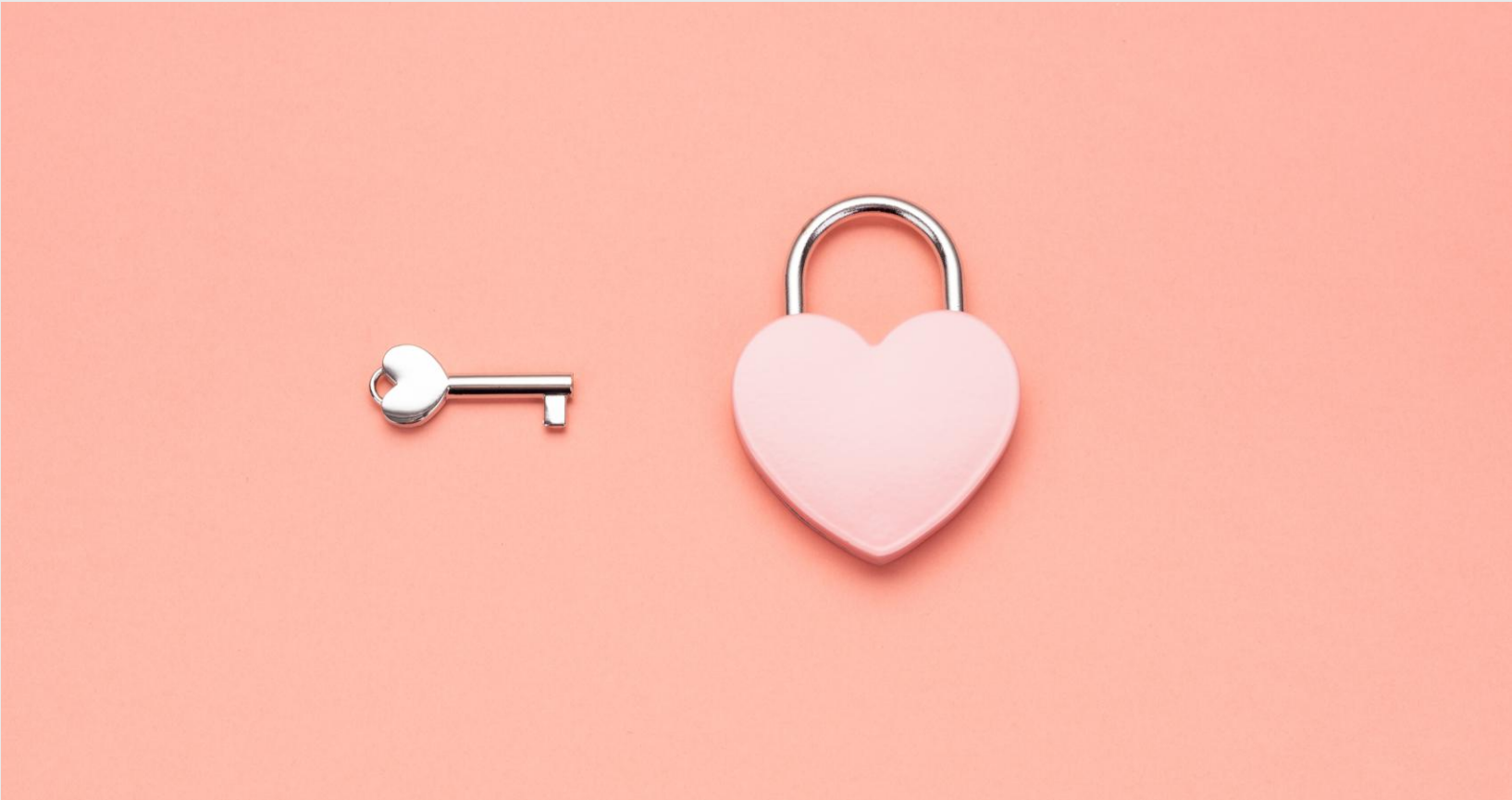
# Crisis response plan



# Speed



# Holding message



# Best practice #4: Strategic level



# Best practice #5: Plan, plan, plan



# Best practice #6: Spokesperson plan



# Best practice #7: Proactive and responsive media relations



# Media



**ON AIR**

# What does the media need?

- Timely response
- Relevant and accurate facts and figures
- Quotes
  
- Personal story
- The other angle

# How to handle a media request



## If they catch you on the phone or in person:

Find out their deadline

Find out their topic

Get their name and contact information (email and phone #)

Let them know you will get back to them

If you have a communications person, let them take it from here



## If they email you:

Find out their deadline

Confirm their topic

Ask for specific questions / what they want to know

Let them know you will gather the information and get back to them

If you have a communications person, let them take it from here

# Responding to a media inquiry

You now have the information you need to respond to the media inquiry.

## 4 Steps:

1. Research
2. Key messages
3. Prepare
4. Practice

## Activity: Write key messages

### Tips for writing key messages

- Use a keyword to highlight your point.
- Write the key message in one/two sentences.
- Highlight the message with an anecdote.
- Keep the language simple and to the point.

**Safe:** Student safety is our top priority.

As soon as the allegations came forward the teacher was not at work.

# Activity: Write key messages

**Topic:** After a budget consultation process that sparked outcry from parents and students over several proposed program eliminations, the decision has been made to eliminate a music program and a specialty technology program accessed by many neurodivergent students.

On your own

Write a key message

5 minutes

Read out of some key messages

# Interview Tips

## Do's and Don'ts

### Do's

- Be prepared
- Be honest
- Be calm and keep your cool
- Stick to your key messages
- Use only relevant facts, figures and names
- Get to the point (short sound bites/quotes)
- Speak to what you know
- If you don't know, say you don't know
- If it is not appropriate for you to be speaking about the topic, tell the reporter this
- If you make a mistake, correct it
- Use positive language
- Use simple, clear language

# Interview Tips

## Do's and Don'ts

### Don'ts

- Don't lie
- Don't speculate
- Don't disclose personal/private information about employees, students or families
- Nothing is ever “off the record”
- You do not have the right to review an article before it is published, so don't ask
- Don't speak about topics or issues you are not educated on
- Don't walk away or hang up
- Don't be rude, negative, flippant, get angry, etc.

**Thank you**