



Communication Structure for Crisis Response

Media Spokesperson: Communications director/coordinator will serve as spokesperson for daily news conferences, issue key messages, and handle the most important interviews. Superintendent and Principal will issue special announcements. Media inquiries/questions related to minor details (spelling of names, etc.) answered by selected personnel.

Media Manager: Person responsible for coordinating requests for media interviews, determine which interview requests will be given, schedules interviews, and is responsible for the dissemination of news releases.

Internal Communication/Communication Center: Senior level communications person will coordinate all internal communication, determine what needs to be sent to principals, teachers, and other staff. Position also oversees the Communication Center staff and manages work flow with project managers.

External Communicating: Coordinates information to parents, key communicators and other audiences. Responsible for developing daily Fact Sheet, schedule of "things to do," and events list.

Research/Media Monitoring: Position supervises answering internal questions that require searches, developing materials to place on the district's Web page, and the media monitoring service. Volunteers recruited to review daily media coverage from all sources and produce a one page summary each afternoon on the key points addressed and "trends" in coverage. Assess public perception based on media reporting and "spotters" in the field.

Communication Counseling: Communications director/coordinator will work with Superintendent, Cabinet, and Board of Education to develop communication strategies. Daily messages will be developed for the district to deliver via various communication channels and mediums, and assist in developing Superintendent's speeches, letters and other key messages.

Phones/Phone Book: Person will supervise answering phones and direct calls to the appropriate people. A "hotline phone number" may be established with a bank of volunteers to provide answers to general questions, direct responses to proper personnel, and assess public perception based of feedback of callers.

Rover/Events: Person will cover special events and handle other assigned duties.