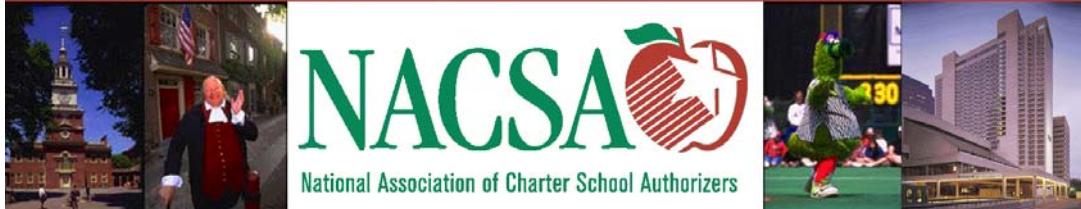


Concurrent Session E

Media Relations/Crisis Management

Annual Conference • October 25-26, 2004



Wyndham Franklin Plaza • Philadelphia, PA



MEDIA RELATIONS/CRISIS MANAGEMENT

NACSA 2004

October 26, 2004

Caprice Young, CEO
California Charter Schools Association

Angela Irwin, Director for External Relations
Central Michigan University Charter Schools Office



NACSA 2004

Introduction

- Who we are
 - Authorizer's role
 - CCSA's role
- Media experience(s)
 - Managing the media as an authorizer
 - Managing the media as a state association

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Overview of Session

- **Crisis simulation exercises**
 - Crisis simulation Phase I
 - ✓ Present scenarios
 - ✓ 15 minutes to develop response plan
 - Crisis simulation Phase II
 - ✓ Reconvene as full group
 - ✓ Groups present response (3 minutes each)
 - Facilitators Lessons
 - Crisis simulation Phase III
 - ✓ Rejoin small groups
 - ✓ Discuss preparation plan that could/should have been in place
 - Closing – full group
 - ✓ Discuss preparation plans/key points

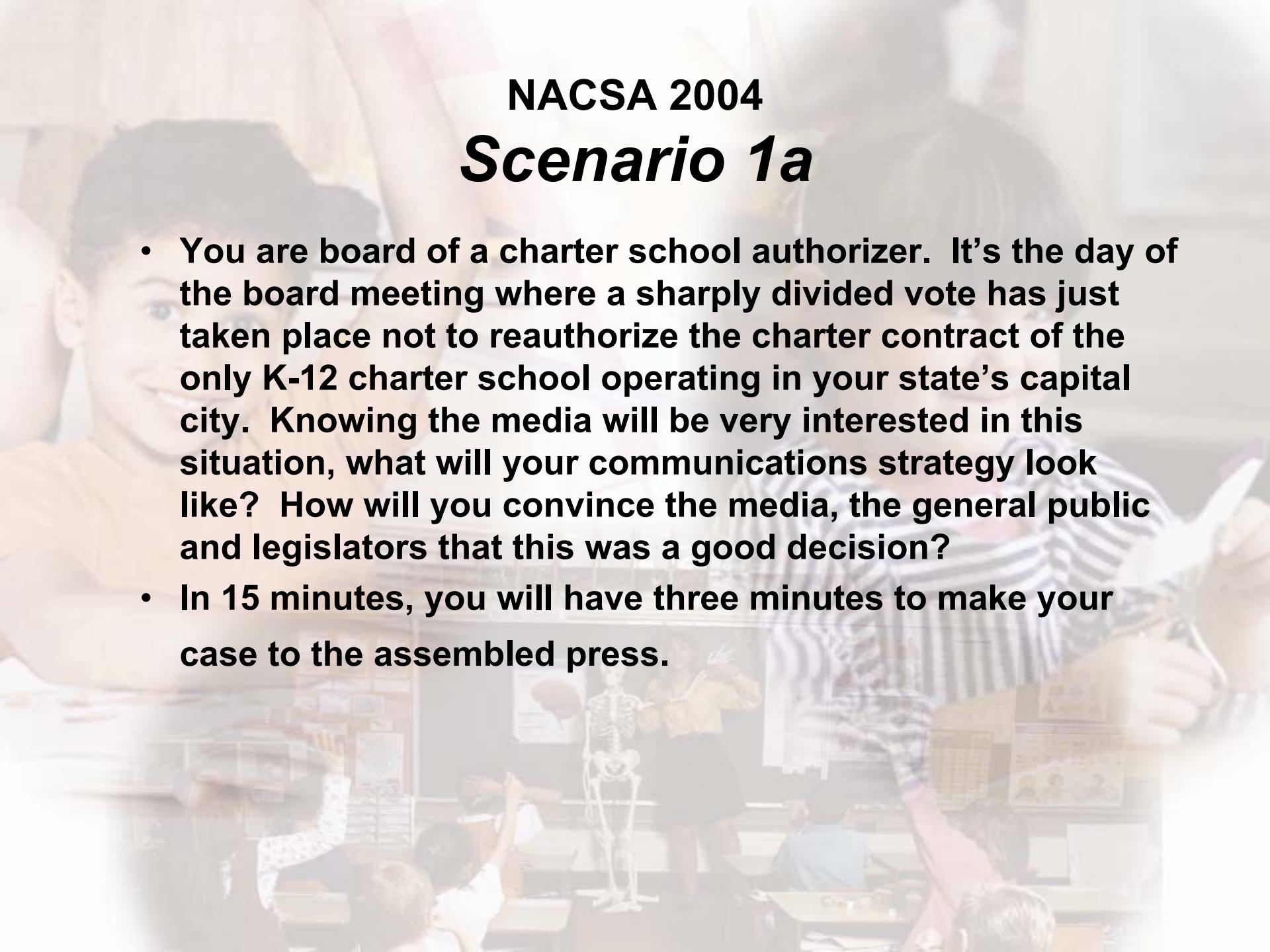
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Successful Crisis Management

- Authorizer's strategy
 - Gathering facts
 - ✓ School leadership
 - ✓ Charter school board
 - Processes
 - ✓ Refer to processes results
 - ✓ Be prepared to address results
 - Students
 - ✓ Student-centered messages

Successful Crisis Management

- CCSA's strategy
 - Prior communications/established relationships (NOT just with the media)
 - Communications is critical to emergency plan
 - Substance of response comes first
 - ✓ The message is communicated through action, not words alone
 - Integrity is critical
 - ✓ Identify problems publicly early to prevent crisis environment or panic
 - ✓ Take responsibility
 - ✓ Show ACTION based on principle and student-centered practice
 - ✓ Follow-up with media and stakeholders afterwards to preserve the relationship and provide closure

The background of the slide features a soft-focus photograph of a classroom. In the foreground, several students are seated at their desks, facing forward. A teacher stands in the background, partially visible. The room contains bookshelves filled with books and educational materials, including a prominent skeleton model in the center.

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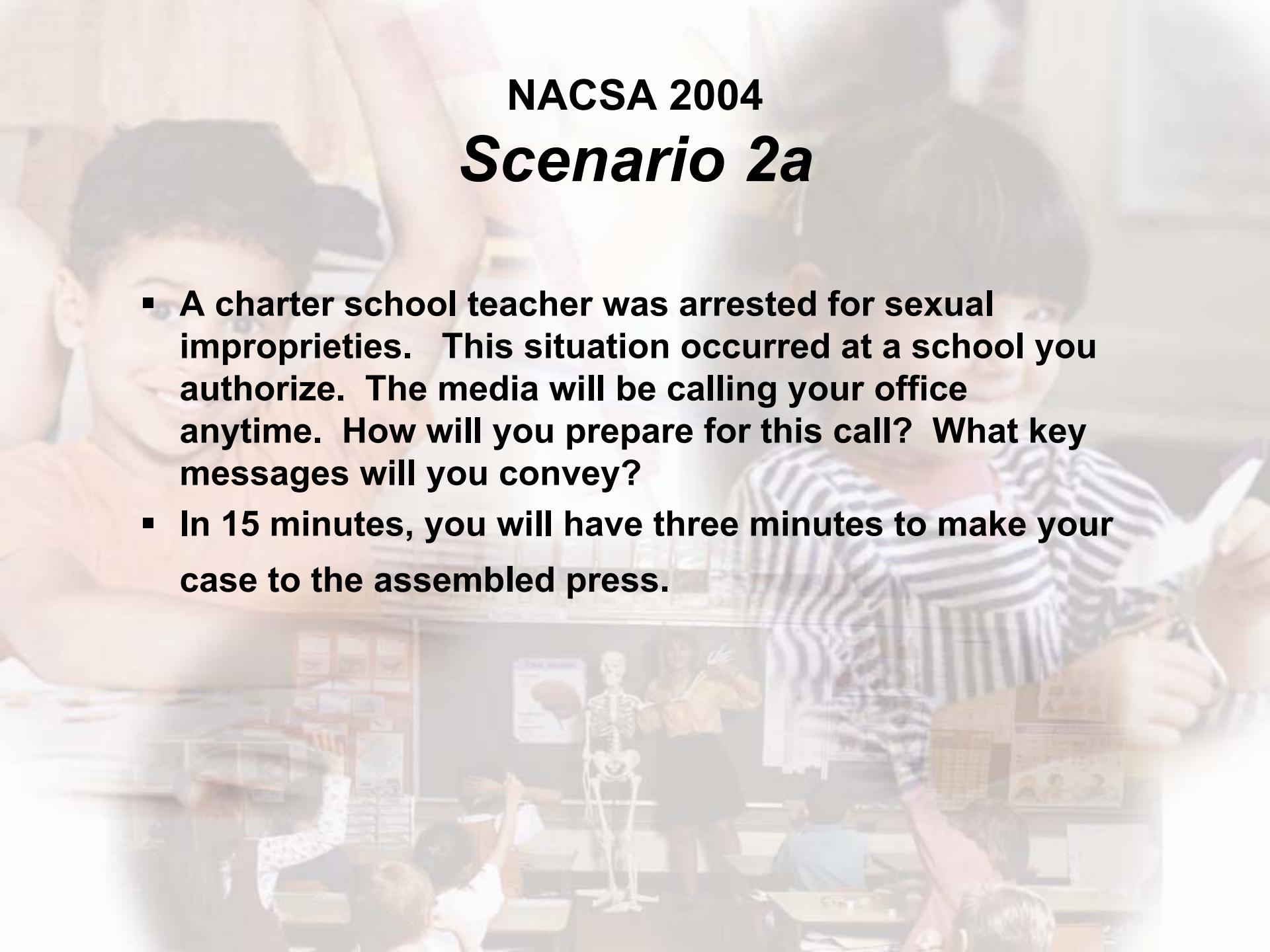
Scenario 1a

- You are board of a charter school authorizer. It's the day of the board meeting where a sharply divided vote has just taken place not to reauthorize the charter contract of the only K-12 charter school operating in your state's capital city. Knowing the media will be very interested in this situation, what will your communications strategy look like? How will you convince the media, the general public and legislators that this was a good decision?
- In 15 minutes, you will have three minutes to make your case to the assembled press.

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Scenario 1b

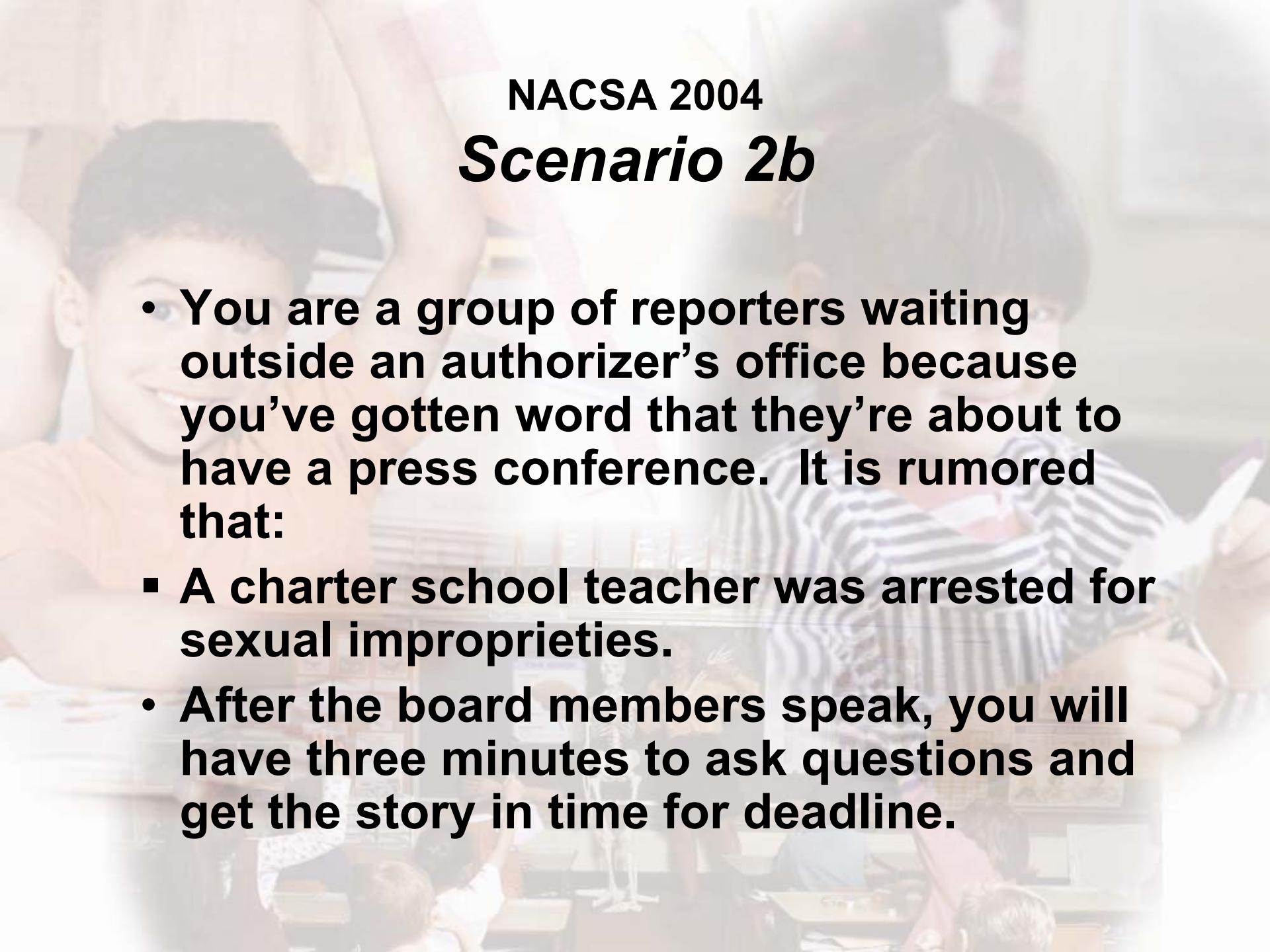
- You are a group of reporters waiting outside an authorizer's office because you've gotten word that they're about to have a press conference. It is rumored that:
- It's the day of the board meeting where a sharply divided vote has just taken place not to reauthorize the charter contract of the only K-12 charter school operating in your state's capital city.
- After the board members speak, you will have three minutes to ask questions and get the story in time for deadline.

A soft-focus background image of a classroom. In the foreground, several students are seated at their desks, looking towards the front of the room. A teacher, wearing a striped shirt, stands behind a desk, gesturing with their hands as if speaking. The room is filled with educational posters and charts on the walls.

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Scenario 2a

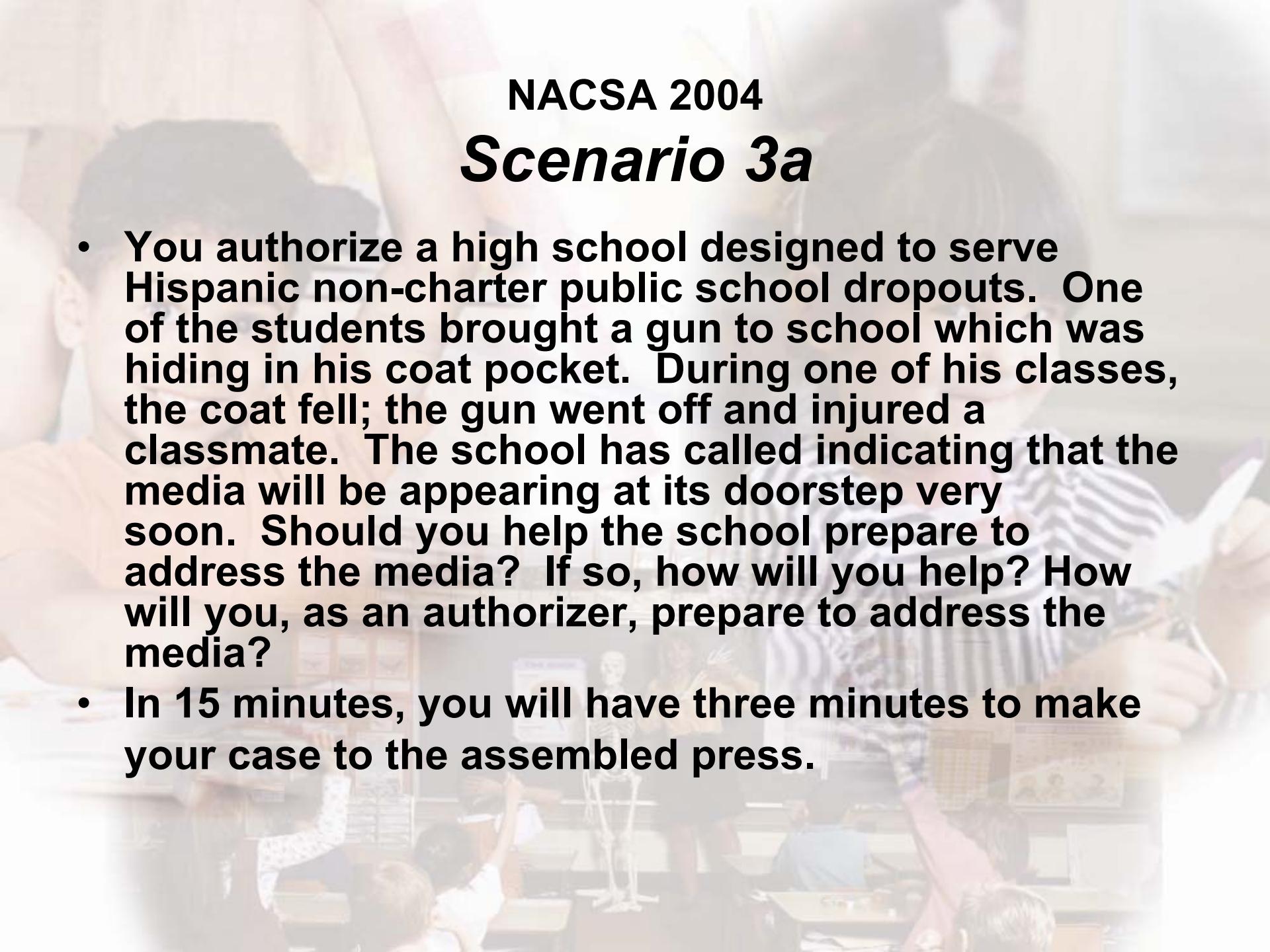
- A charter school teacher was arrested for sexual improprieties. This situation occurred at a school you authorize. The media will be calling your office anytime. How will you prepare for this call? What key messages will you convey?
- In 15 minutes, you will have three minutes to make your case to the assembled press.



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Scenario 2b

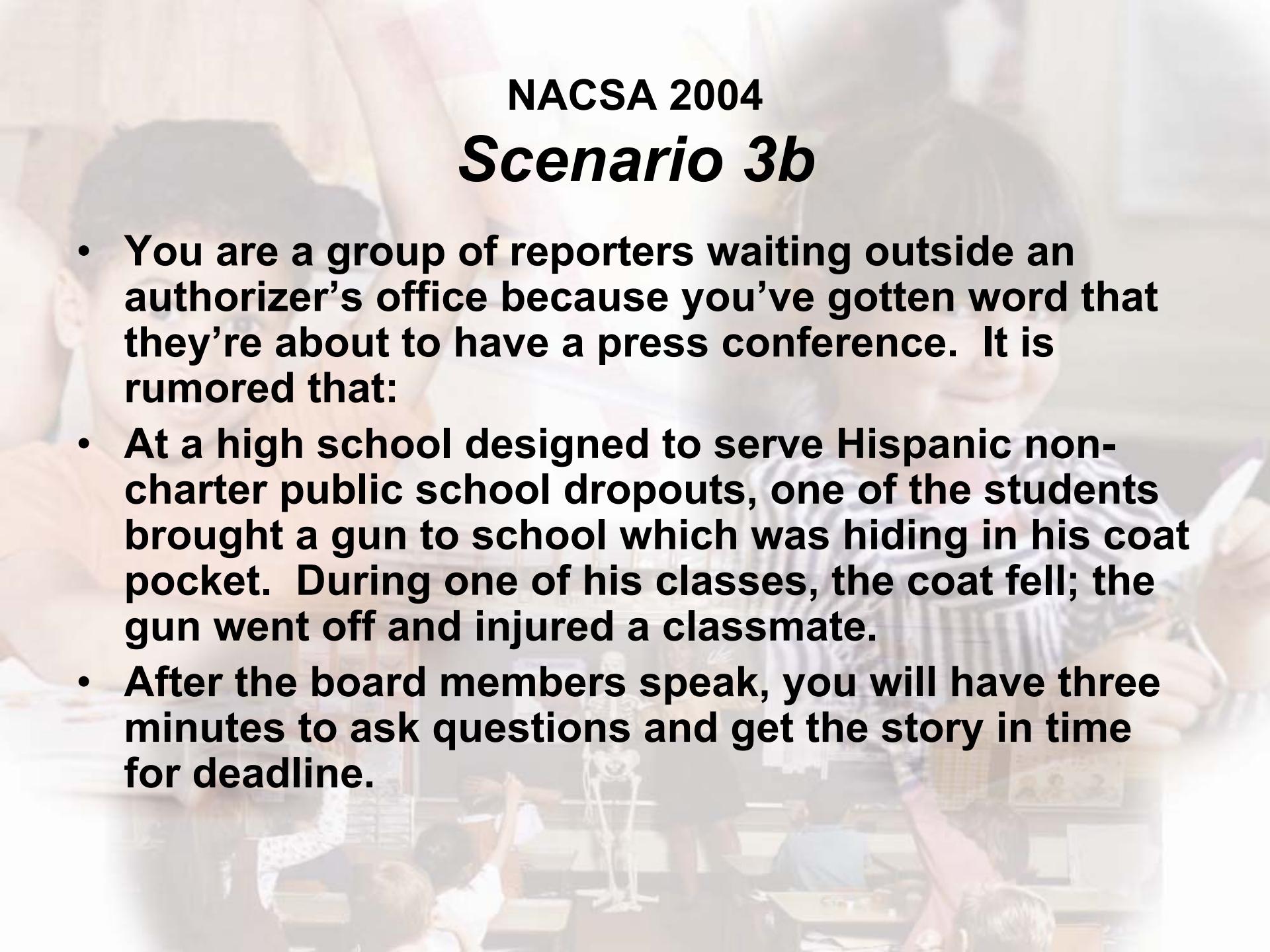
- You are a group of reporters waiting outside an authorizer's office because you've gotten word that they're about to have a press conference. It is rumored that:
- A charter school teacher was arrested for sexual improprieties.
- After the board members speak, you will have three minutes to ask questions and get the story in time for deadline.



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Scenario 3a

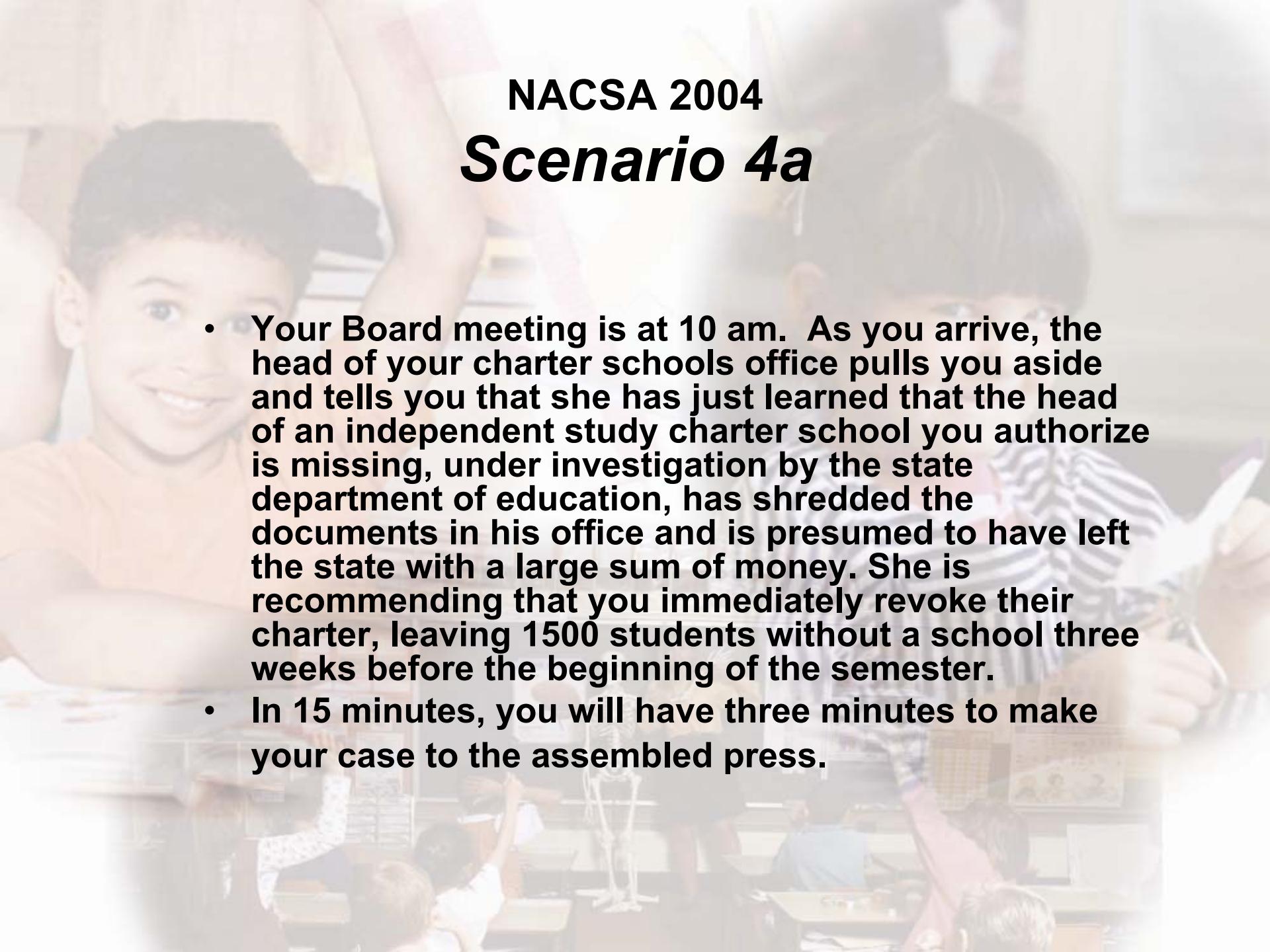
- You authorize a high school designed to serve Hispanic non-charter public school dropouts. One of the students brought a gun to school which was hiding in his coat pocket. During one of his classes, the coat fell; the gun went off and injured a classmate. The school has called indicating that the media will be appearing at its doorstep very soon. Should you help the school prepare to address the media? If so, how will you help? How will you, as an authorizer, prepare to address the media?
- In 15 minutes, you will have three minutes to make your case to the assembled press.

A soft-focus photograph of a classroom. In the foreground, several students are seated at their desks, facing forward. A human skeleton model stands prominently in the center of the room. The lighting is warm and slightly hazy.

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Scenario 3b

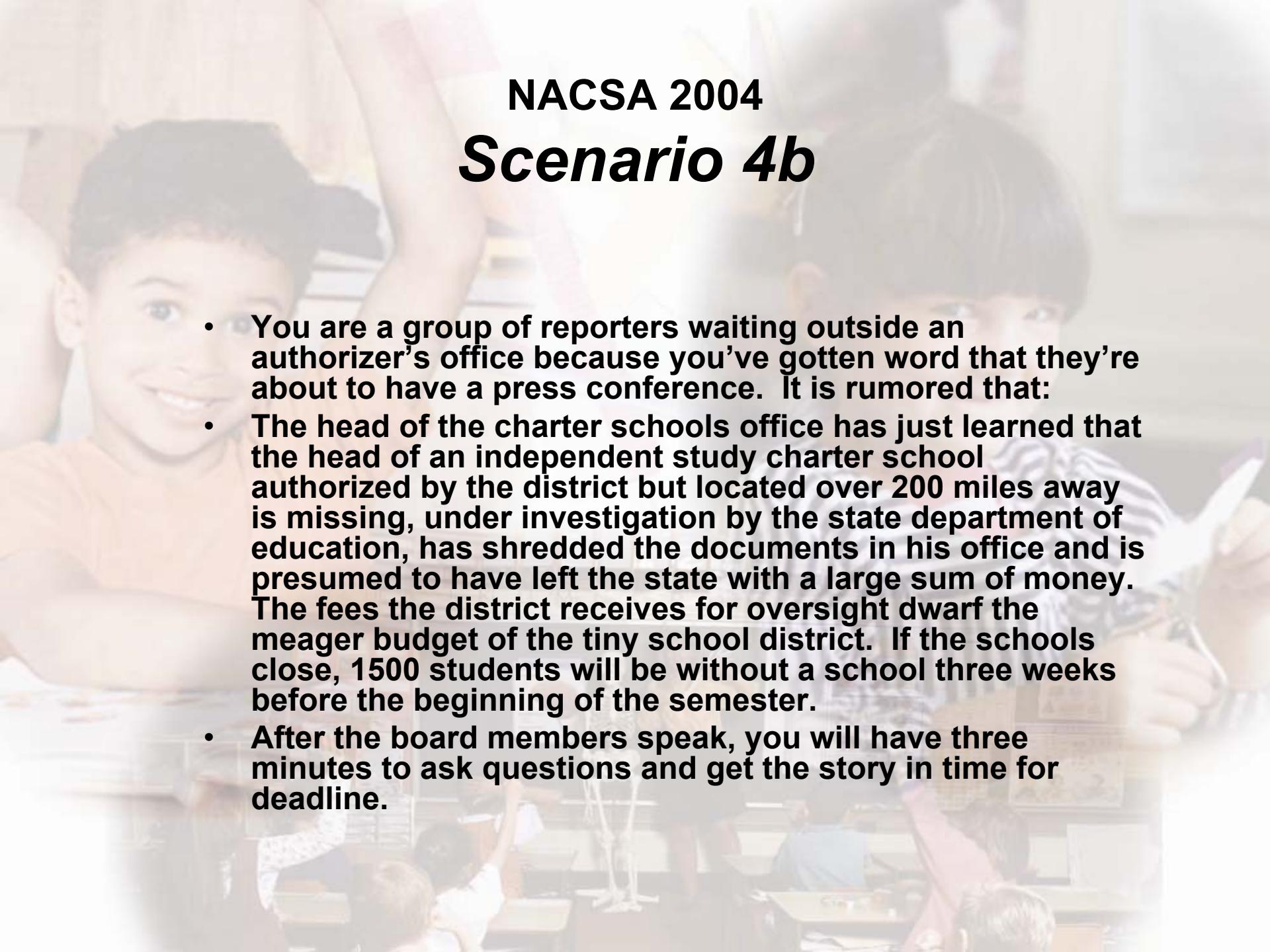
- You are a group of reporters waiting outside an authorizer's office because you've gotten word that they're about to have a press conference. It is rumored that:
- At a high school designed to serve Hispanic non-charter public school dropouts, one of the students brought a gun to school which was hiding in his coat pocket. During one of his classes, the coat fell; the gun went off and injured a classmate.
- After the board members speak, you will have three minutes to ask questions and get the story in time for deadline.



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Scenario 4a

- Your Board meeting is at 10 am. As you arrive, the head of your charter schools office pulls you aside and tells you that she has just learned that the head of an independent study charter school you authorize is missing, under investigation by the state department of education, has shredded the documents in his office and is presumed to have left the state with a large sum of money. She is recommending that you immediately revoke their charter, leaving 1500 students without a school three weeks before the beginning of the semester.
- In 15 minutes, you will have three minutes to make your case to the assembled press.

A blurred background image of a classroom filled with students, all looking towards the front of the room where a presentation is likely taking place.

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Scenario 4b

- You are a group of reporters waiting outside an authorizer's office because you've gotten word that they're about to have a press conference. It is rumored that:
- The head of the charter schools office has just learned that the head of an independent study charter school authorized by the district but located over 200 miles away is missing, under investigation by the state department of education, has shredded the documents in his office and is presumed to have left the state with a large sum of money. The fees the district receives for oversight dwarf the meager budget of the tiny school district. If the schools close, 1500 students will be without a school three weeks before the beginning of the semester.
- After the board members speak, you will have three minutes to ask questions and get the story in time for deadline.