



Corporate Communications

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WHY CORPORATE COMMUNICATIONS?

Myriad of **potentially volatile and volatile situations** on which **your stakeholders – and the MEDIA** that serves them - **often focus**

- Accusations of Impropriety, Sexual harassment
- Lawsuits from staff or parent, strike, sit in
- Sudden changes in ownership/School Board

10 Mistakes in Corporate Communications

1. PLAY OSTRICH



- ✓ *Reputation Management, CYA*
- ✓ *Damage Control, Be Armed*

10 Mistakes in Corporate Communications

2. HOPE A POTENTIAL CRISIS SITUATION WILL VANISH

- ✓ *Plan and Test Key Messages/ Scenarios*
- ✓ *Communicate Promptly and Credibly when the crisis breaks publicly*

10 Mistakes in Corporate Communications



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3. TREAT THE MEDIA LIKE THE ENEMY

- ✓ *Affirm that you are in charge of the situation, Take the calls, Avoid “No comment!”*
- ✓ *Refer to PR specialist*

10 Mistakes in Corporate Communications

4. REACTION MODE vs. PROACTIVE MODE

- ✓ *Avoid Public Debates/ Defending Yourself*
- ✓ *Initiate activity that precipitates news coverage, E.g. Press conference*

10 Mistakes in Corporate Communications

5. USE JARGON & ACRONYMS

- ✓ *JISA, EO, Resource Centre*
- ✓ *Special Ed.*

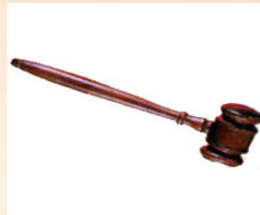
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6. DISREGARD STAKEHOLDERS

- ✓ *Parents (investors) feel that their concerns are reasonable and important*
- ✓ *Use feedback from students, staff, referral sources, industry leaders, colleagues*

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7. TRUTH WILL TRIUMPH



- ✓ *Perception is as Damaging as Reality*

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8. ADDRESS ISSUES & IGNORE FEELINGS

- ✓ *Recognize Fear (scared), Anger, Grief, Despair*
- ✓ *Sense of Worth and Well-being is Threatened*
- ✓ *“Speak to” emotional response to issues*

10 Mistakes in Corporate Communications

9. MAKE ONLY WRITTEN STATEMENTS

- ✓ *Impersonal*
- ✓ *May be interpreted as hiding or guilt*

10 Mistakes in Corporate Communications

10. EXPECT DIFFERENT RESULTS FROM SAME ACTIONS

- ✓ *Weigh advice, even from legal counsel*
- ✓ *Improve your crisis communication skills & strategy*
- ✓ *Engage Professional firm*

WORKING WITH THE MEDIA

- Establish a Media Relations Plan
- Determine whose Responsibility to Communicate with the Media
- Plan to Deal with Negative News
- Speaking off-the-record
- Avoid “No Comment”
- Avoid Lies
- Stay on Track
- Press Releases & Conferences

Questions are Welcome!

