

When Good Morning America calls...

How to Build Your Confidence in Crisis Communication

Managing Expectations

Goals

- Build confidence during crisis
- Communication tips
- Connect to network

Disclaimers

- Many Great WASBO Presentations Today!
- Every crisis is unique

About Emily

Earned 3 Gold
Medallion's from
NSPRA

Just became a mom!

Passions:
Family & Traveling





RACINE UNIFIED

SCHOOL DISTRICT



**5th Largest School
District in the State**

**22 Schools including early
learning & Montessori**

**Passed a historic \$1 billion
dollar referendum in '20**

About Kimberly

10th Year in
School PR

Lead Communicator:
4 National Crises

Passions:
Fitness and Music





About the Howard-Suamico School District

5,879 Students
20% F/R lunch

8 Schools
Bay Port High School

Suburban
Green Bay



Communication Tips

Communication Tips

- Inside-out communication
- Clear is kind
- Keep people informed
- Two-way communication



Social Media



I'm also on Facebook and the Twitter.



Crisis Example: Bus Incident

Bus Incident

- First day of school at 10 p.m.
- Breaking news of bus incident
- Pulaski High School volleyball team
- Multiple injuries and one death reported



Bus Incident Response



Pulaski Community School District

September 2, 2014 · 🌐

Statement from the Pulaski Community School District about the Bus Accident on Highway 29 and St. Augustine Street:

There has been a bus accident involving the Pulaski Varsity and JV volleyball teams (21 students, 3 coaches, 1 bus driver). The team was coming home from a match at Seymour High School.

Six students were transported to the hospital with injuries that do not appear to be life threatening.

Parents can be directed to Lisa Misco, Director of Student Services, at 822-6022. Pulaski Community School District employees are available at Pulaski High School for those affected families.

The Pulaski Community School District is focused on the safety of our students. Our crisis plan has been implemented and will be in effect tomorrow and in the following days. We will continue to support our students and their families.

Stay tuned here for more updates.



50

20 Comments 59 Shares

Statements

- As we received new information
- Staff first
- Responsiveness

Facebook

- Information hub
- Constantly updated

Next Morning

- Press conference
- Stand-up staff meetings
- Script and fact sheet

Bus Incident Media

Local

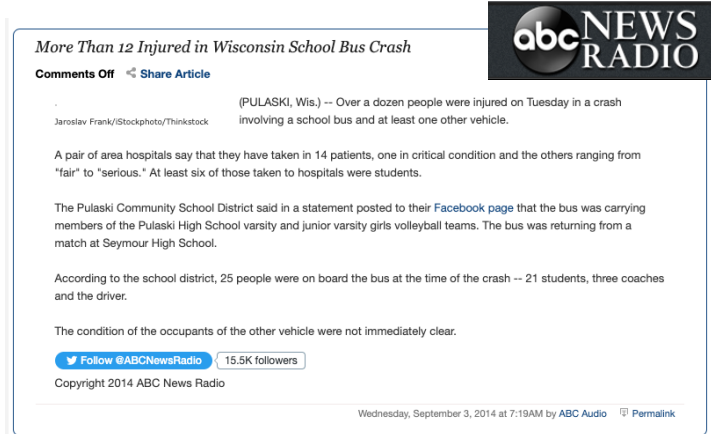
- Most important
- Constant contact
- Follow up stories

State

- Press conference

National

- Good Morning America
- The Washington Post
- Many more



abc NEWS RADIO

More Than 12 Injured in Wisconsin School Bus Crash

Comments Off [Share Article](#)

Jaroslav Frank/Stockphoto/Thinkstock (PULASKI, Wis.) -- Over a dozen people were injured on Tuesday in a crash involving a school bus and at least one other vehicle.

A pair of area hospitals say that they have taken in 14 patients, one in critical condition and the others ranging from "fair" to "serious." At least six of those taken to hospitals were students.

The Pulaski Community School District said in a statement posted to their [Facebook page](#) that the bus was carrying members of the Pulaski High School varsity and junior varsity girls volleyball teams. The bus was returning from a match at Seymour High School.

According to the school district, 25 people were on board the bus at the time of the crash -- 21 students, three coaches and the driver.

The condition of the occupants of the other vehicle were not immediately clear.

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Wednesday, September 3, 2014 at 7:19AM by ABC Audio [Permalink](#)

Crisis Takeaways

**Be
Responsive**

**Be
Honest**

**Crisis Can Build or
Diminish Trust**



But Where are the Buses?!

But where are the buses?!

- Three days before school started we learned we did not have enough bus drivers
- New bus company
- Condense routes, communicate to families, fall on our sword.

Racine Unified

Bus company 20 drivers short, district says it will 'take time' to address issues

Caillin Stevers Sep 5, 2019 0

RACINE — Some buses were running 90 minutes behind schedule Tuesday, Racine Unified's first day of school. Public and private school students got rides from parents or neighbors after waiting at their stops for 30 minutes to an hour. Students waited after school, fearing their buses would never come.

Have your children been late or missed bus pickup because of Unified's new carrier?

- Yes
- No
- Doesn't apply to me

Vote

View Results

Transportation on the first day of school for Alicia Ramirez's son, an eighth grader at Starbuck Middle School, went smoothly, but things have gone downhill since. On Wednesday he waited at his stop from 7:30 until 8:50 a.m., when his sister finally took him to school. His mother was already at work. Another bus driver told Ramirez's son that his bus had broken down.

Ramirez ended up picking up her son from school that day as well, when she learned that his bus hadn't made it to the school by 4:15 p.m., five minutes before his scheduled drop-off time.

Transportation on the first day of classes at Racine Unified schools Tuesday was described as complete chaos by the more than 280 comments on a Facebook post made by the district. The post asked parents and students for their patience as Unified and its new busing contractor, First Student, worked out start-of-the-year kinks and dealt with Tuesday morning's rain.

"The first few days of school, our level of service is not what the community expects of us or what we expect of ourselves," said First Student spokesman Chris Kemper. "We understand their frustration, and we're frustrated, too. Our full focus is on improving service for RUSD."

Stacy Tapp, Unified's chief of communication and community engagement, acknowledged that there are always kinks to work out with transportation in the first week of school, including late buses and missed stops, but the district has not dealt with this volume of continued issues in the past.

Tapp and Kemper both said one of the biggest factors is staffing: First Student doesn't have enough drivers to cover all of Unified's routes. Around 30 drivers that First Student was expecting to return to work after summer break did not, and Kemper estimated that the company needs about 20 more drivers to cover all of its routes.

Crisis Takeaways

TALK!

Teamwork

Partnership



Put Into Practice

WWEKD? (What Would Emily and Kimberly Do?)

- On table: sample crisis
- Timer: 10 minutes
- Tasks:
 - **Who are 3 primary audiences?**
 - **What are your first 3 communication steps?**
 - **What details will initial statement include?**

Connect With Us



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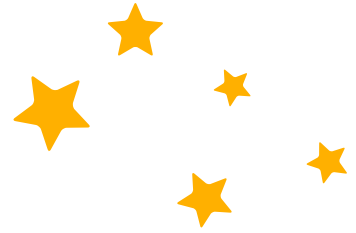


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If Time Allows

STATEMENT

NOTRE DAME ACADEMY

NFL Coach Incident

"Anytime we receive a complaint from the WIAA we look further into the situation and address the behavior with whomever is involved."

KIMBERLY UELMEN
COMMUNICATIONS COORDINATOR

National Coverage



- Issued joint statements with Pulaski Schools
- National coverage: ESPN, Sports Illustrated, ABC News, etc.

NFL Coach Incident Crisis Takeaways

**Be
Responsive**

**Be
Honest**

**Be Kind - the World
is Small**

Take Care of Your Own First