

# Effective PR in a Tough Economy



Kate Munning & Terry-Ann Zander

NJSBA Annual Workshop  
October 30, 2009



Zander Consulting, LLC

## Agenda

- Objectives
- Public Relations and Communications
- Transparency
- Strategy
- Effective Public Relations
  - Branding
  - Key Communicators
  - Experts
  - Media and Messages



Zander Consulting, LLC

## Objectives



- Make PR an integral part of your district operations.
- Get the scoop on media relations and how you can work with the media to tell your story.
- Inform the public of daily operations, and be the first credible voice to the public.
- Navigate the sticky accountability regulations.



Zander Consulting, LLC

## What Is Public Relations?



- The practice of managing the flow of information between an organization and its publics.
- Communication by a person or an organization with the purpose of creating a favorable public image.
- School PR...to convey information and establish and promote partnerships within the community



Zander Consulting, LLC

## What is Communication?

- the activity of conveying information

*Because in the absence of the facts, people will create their own information.*



Zander Consulting, LLC

## PR vs. Communication

- | <u>Public Relations</u>  | <u>Communication</u> |
|--------------------------|----------------------|
| ■ Considered fluff       | ■ Essential          |
| ■ Wasteful and deceptive | ■ Responsibility     |
| ■ Perceived expensive    | ■ Cost Effective     |
| ■ “Snazzy” brochures     | ■ 24/7               |



Zander Consulting, LLC

## Transparency – What and Why

...An honest and full disclosure of information as allowed by law.

- Allows stakeholders to make appropriate decisions.
- Encourages trust between “us” and “them”
- Allows stakeholders to become part of the solution



Zander Consulting, LLC

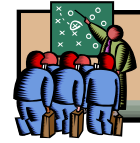
## Internal vs. External Communications

- Internal
  - Administration/Staff
  - Board Members
  - PTA, PTO, HSA
- External
  - Media
  - Local Business
  - Vendors
  - Parents



Zander Consulting, LLC

## Public Relations Strategy



- **Research:** Analysis of where the district stands in regards to all publics it wishes to reach.
- **Action Plan:** Developing public relations goals, objectives, and strategies that go hand-in-hand with the district's mission and goals.
- **Communication:** Carrying out tactics necessary to meet objectives and goals.
- **Evaluate:** Looking back at actions taken to determine their effectiveness and what changes need to be made.



Zander Consulting, LLC

## Effective Public Relations is more than...

- creating the “snazzy” brochure
- developing a survey and ignoring the responses
- reacting to the issues
- fluff, spin, and CYA
- landing a front page story in the daily newspaper
- creating a website with bells and whistles
- propaganda
- AND much more than guessing what your audiences see, think and feel about your school district



Zander Consulting, LLC

## Effective Public Relations...

- Involves entire staff
- School facility is open, helpful and friendly
- Communication is present and two-way
- Transparency
- Proactive rather than just reactive



Zander Consulting, LLC

## Branding

- Think like corporate America
- Consistent message and image
  - Website
  - Letterhead
  - Business cards
  - Publications



Zander Consulting, LLC

## Key Communicators



- Identify key opinion leaders and influencers
- Meet on a regular basis
- Create conduits of information, “underground”
- Test new ideas and strategies
- Select a diverse group
- Consider and be open to suggestions



Zander Consulting, LLC

## Experts



- Improves credibility
- Creates resources
- Fosters moral
- Creates relationships across districts and with other professionals



Zander Consulting, LLC

## Media and Messages

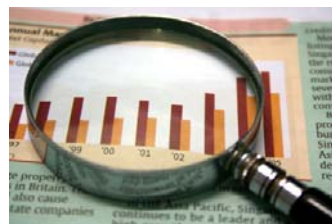
- Provide consistent and timely information
- Develop a “script” for all spokespeople
- Meet with editors
- Prepare editorial series



Zander Consulting, LLC

## Accountability Regulations

- Opaque vs. Silk
- Color vs. B&W
- Donation and Promotion
- Don't take our word for it



Zander Consulting, LLC




Newsletter - 4 page 2/2 70# Opaque				Newsletter - 4 page 1/1 70# Opaque		
	Printer A	Printer B	Printer C	Printer A	Printer B	Printer C
Print, Trim, Fold	\$ 1,495.00	\$ 795.00	\$ 955.00	\$ 1,315.00	\$ 630.00	\$ 685.00
Sort by Carrier Routes			\$ 475.00			\$ 475.00
Delivery to Post Office						
<b>TOTAL</b>	<b>\$1,495.00</b>	<b>\$795.00</b>	<b>\$1,430.00</b>	<b>\$1,315.00</b>	<b>\$630.00</b>	<b>\$1,160.00</b>

**SILK PAPER - 5000**

Newsletter - 4 page 2/2 70# Silk				Newsletter - 4 page 1/1 70# Silk		
	Printer A	Printer B	Printer C	Printer A	Printer B	Printer C
Print, Trim, Fold	\$ 1,435.00	\$ 795.00	\$ 955.00	\$ 1,225.00	\$ 630.00	\$ 685.00
Sort by Carrier Routes			\$ 475.00			\$ 475.00
Delivery to Post Office						
<b>TOTAL</b>	<b>\$1,435.00</b>	<b>\$795.00</b>	<b>\$1,430.00</b>	<b>\$1,225.00</b>	<b>\$630.00</b>	<b>\$1,160.00</b>

  
 Zander Consulting, LLC

## Public Relations Must ...

- be received by intended audience
- grab audience's attention
- be understood
- be believed
- be consistent
- be transparent
- be remembered
- Ultimately, must be acted upon

