



Communication in a Crisis

The news van is parked outside your school, and the phones are ringing off the hook. Parents are lined up at the front gate demanding to pick up their students immediately.

What do you do next?

If your district has a crisis communications plan and/or a public information officer (PIO), those are your first steps. But, what do you do if those resources are not available when you find yourself in charge of the next crisis du jour at your school?

In this academy presentation from two experienced school communicators, you will learn about:

- Responding vs. reacting
- Assessing, analyzing, and taking action
- Decisions in the moment vs. ripple effect of impact for years to come
- Preparing today for the emergency of tomorrow
- What your district Public Information Officer wishes all their school leaders knew

It may feel like your career pathway hangs in the balance during, and after emergency situations. How you handle it can affect your professional future. Every crisis is an opportunity, so come learn how to ensure it propels you forward.

WHO SHOULD ATTEND:

Site and/or District Leaders

DATE: Tuesday, Oct. 15, 2024

TIME: 3:30 p.m. – 5:00 p.m.
Snacks will be provided

LOCATION:
Riverside County Office of Education
Conference Center

Zoom link will also be provided if
unable to attend in person.

DEADLINE: Tuesday, Sept. 30, 2024

LCAP PRIORITIES: Basics Services,
School Climate

PRESENTERS:



Craig Petinak
Director
Public Relations & Communications Services
RIVERSIDE COUNTY OFFICE OF EDUCATION



Jonathan Moreno
Digital Marketing Communications Manager
RIVERSIDE COUNTY OFFICE OF EDUCATION



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