

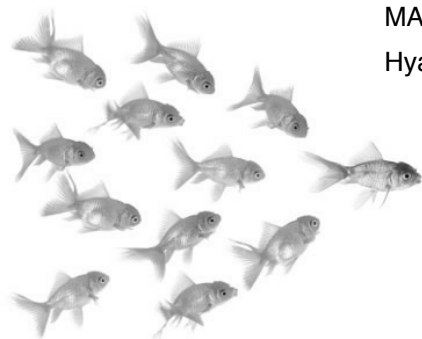
Communications and Advocacy

Effective Strategies for School District Leaders

Christopher Horan

MASC/MASS Joint Conference

Hyannis, MA | November 8, 2014

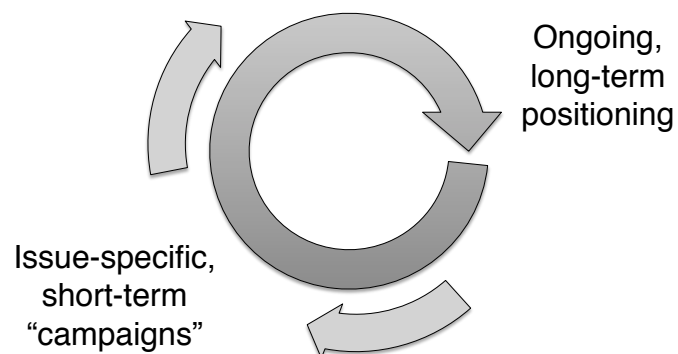


Advocacy

The act of pleading or arguing in favor of something, such as a cause, policy, or interests or active support of an idea or c



Two essential components
to effective advocacy:



The key to long-term positioning:

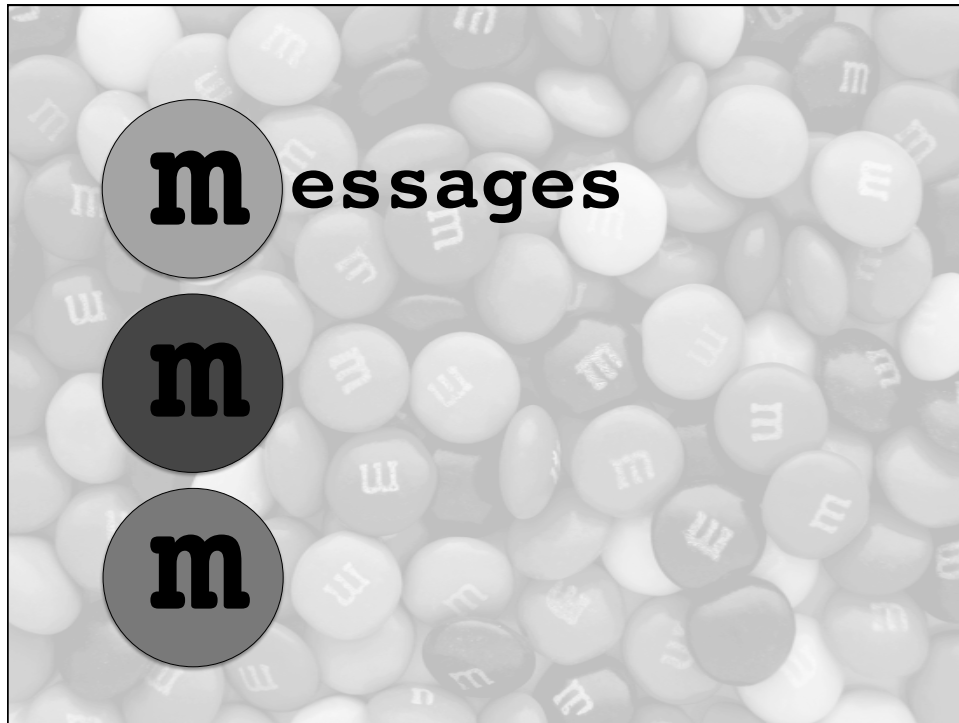
Create your own
NEWSROOM.



Issue advocacy:

Operate like a
POLITICAL CAMPAIGN.



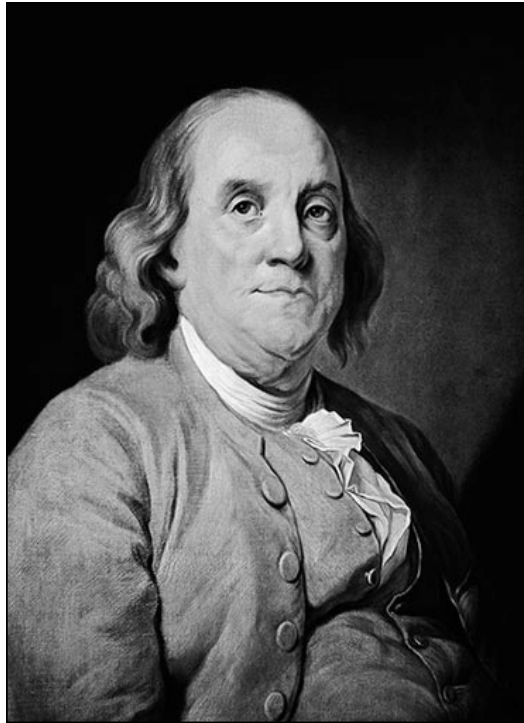


Messaging steps

1. Compile the **facts and figures**, including achievement data.
2. Craft a **CONCISE** set of **core messages**.
 - Define the problem and the scope of its impact.
 - Acknowledge the context (e.g., fiscal constraints).
 - Propose solutions.
3. **Tailor the message** to various audiences.
Avoid jargon, especially among non-educators.
4. Anticipate and counter the **opposition message**.
5. Develop a message **toolkit**:
Talking points, fact sheets, FAQ, point/counterpoint, etc.

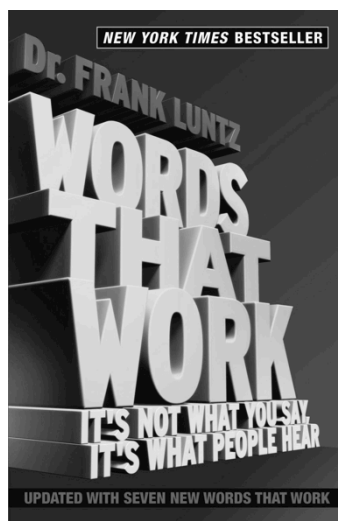
The focus of ALL messaging:





“If you would
persuade, you must
appeal to interest
rather than intellect.”

- Benjamin Franklin



Recommended reading
about messaging...

Featuring
“The Ten Rules of
Effective Language”



Demonstrate widespread community support.

United School Committee and Superintendent

Parents

Students

Teachers and Principals

Union Leaders

Clergy

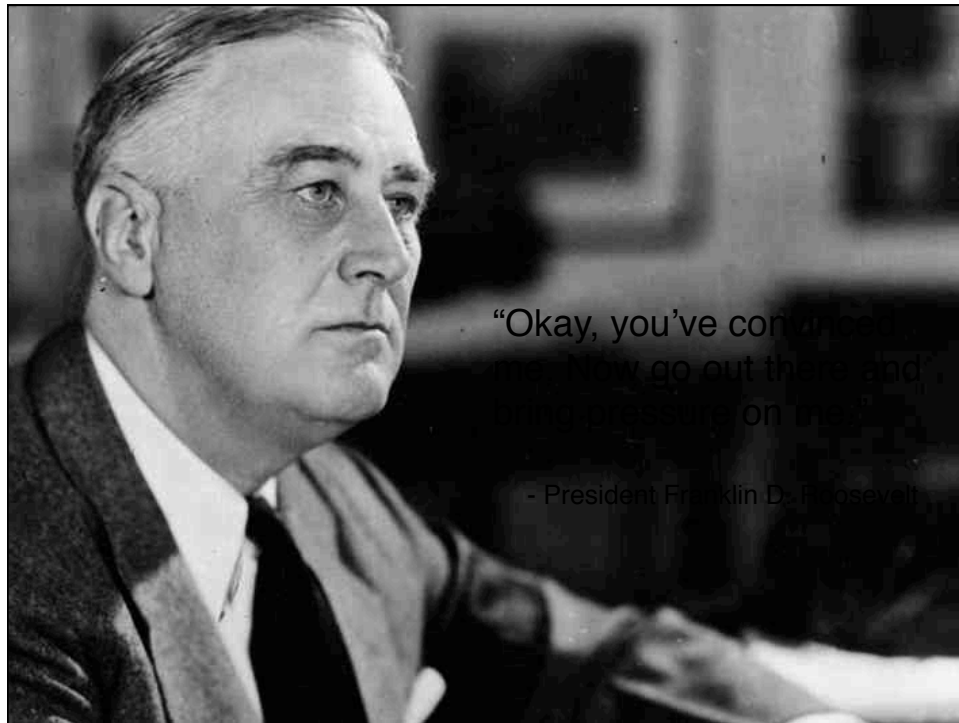
Business Community

Elected Officials

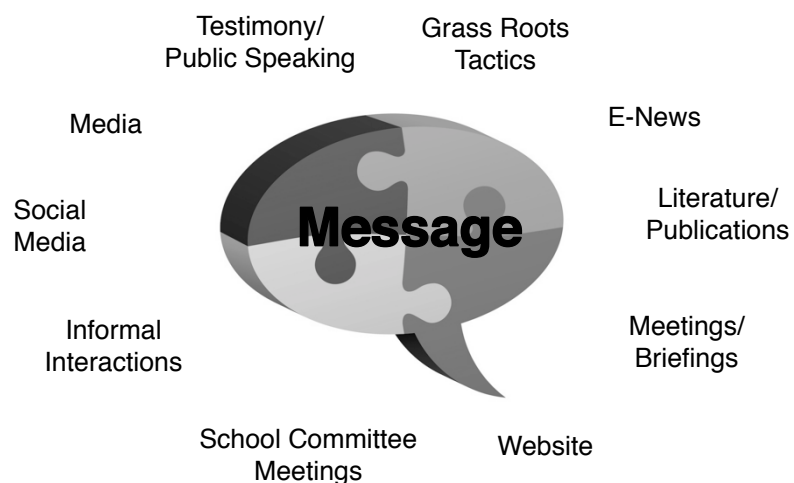
Higher Education

Non-Profit Leaders

COMMUNICATE WITH THESE STAKEHOLDERS REGULARLY, AND
ENCOURAGE THEM TO ENGAGE THEIR CONSTITUENCIES.



Advocacy methods



Media Strategy

- Press briefings
- Event coverage (esp. for TV)
- Editorial Board meetings
- Letters to the editor
- Guest op-eds
- Bloggers



School Communication and Advocacy Resources

National School Boards Association
www.nsba.org

National School Public Relations Association
www.nspra.org

Questions and Discussion

Chris Horan
617-852-1340
chris@horancommunications.com

 Horan Communications



 Follow me on Twitter @chrishorancomm