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nspra 2026 NATIONAL SCHOOL COMMUNICATOR OF THE YEAR

TOVE TUPPER, APR

WHEN EVERYTHING GOES DARK: COMMUNICATING THROUGH A RANSOMWARE ATTACK

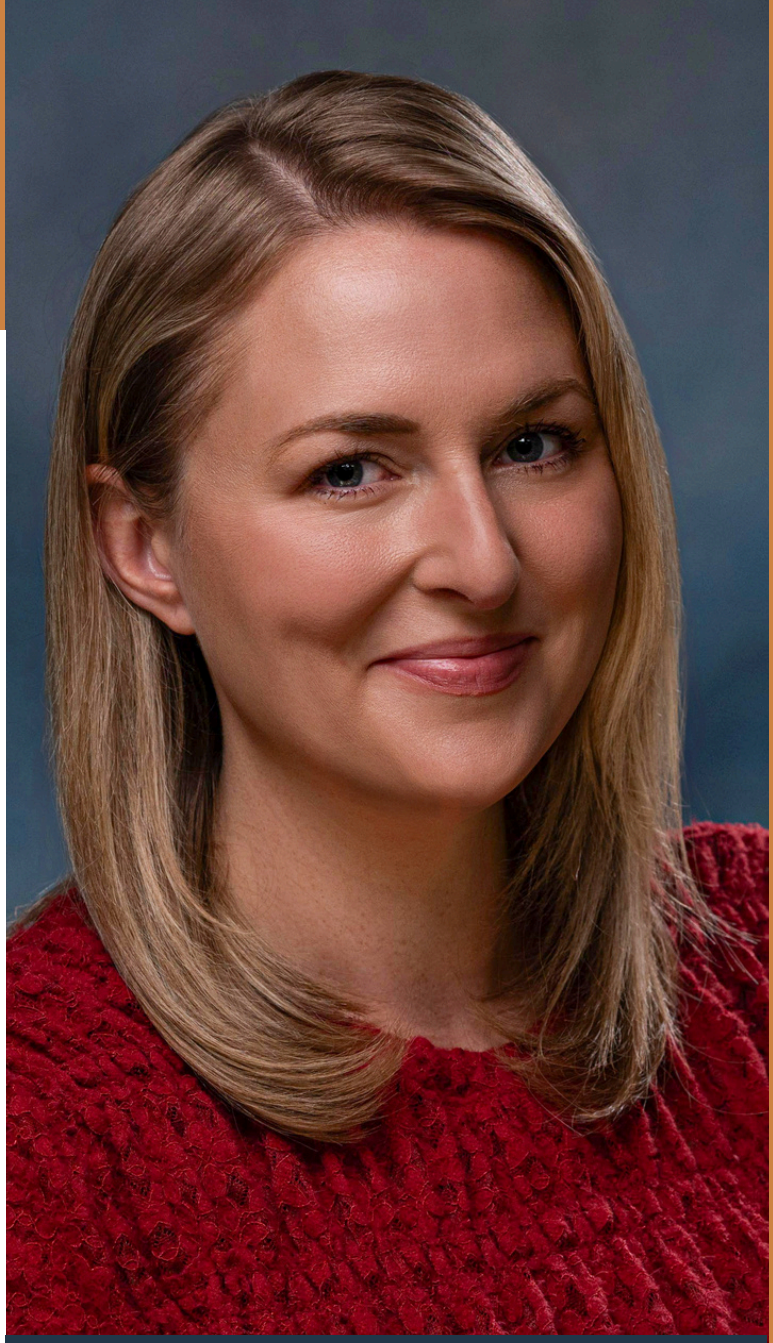
When a ransomware attack hit Highline Public Schools, the district closed schools for three days and operated without network tools, computers or internet for six weeks. How do you communicate with students, families and staff when the tools you rely on suddenly disappear?

Join National School Communicator of the Year Tove Tupper, APR, for a firsthand look at how Highline's communications team navigated the crisis, made critical decisions and maintained trust. Their crisis communication plan, grounded in the RPIE process, earned an NSPRA Gold Medallion Award. Learn what worked, what didn't and the lessons that can help your organization prepare for the unexpected.

FORMAT OPTIONS:

- 1-Hour Case Study Presentation
- 3-Hour Workshop (Case Study Presentation, Hands-on Activities and Tabletop Exercise)

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BOOK A PRESENTATION

Email **ToveSchoolPR@gmail.com** with:

1. Possible dates and times
2. Preferred presentation format (in person, virtual) and audience size
3. Your chapter's commitment to pick up expenses if applicable

Tove will respond to you directly to book the presentation. Honorariums may be made to the NSPRA Foundation for the Advancement of Education.

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THE SPACE BETWEEN: WHAT WE THINK WE KNOW

We all tell ourselves stories to make sense of the world. About who we are, what other people mean and what's happening around us. But what happens when those stories aren't quite right?

In this keynote, National School Communicator of the Year Tove Tupper, APR, shares the deeply personal story of a teacher who changed how she saw herself, and how that experience continues to shape her work as a school communicator. Through personal stories, real school crises and lessons from her career in journalism and school communications, Tove explores the space between what we say and what people hear, what we assume and what we know, and the stories we tell and the stories we miss.

You'll leave with a new perspective on how curiosity, clarity and empathy can change the way we communicate and the way our communities see our schools.

FORMAT OPTION:

- 1-Hour Keynote Presentation