

Contents

Preface
Acknowledgments
About the Author

1. The High Stakes of School PR: Student Success

Strong Relationships Support Student Success
Perceptions and Reputations Matter
School PR Efforts Reflect Reality
School PR Basics: Do and Tell
Questions for Assessing School PR Support for Student Success

2. Understanding How PR Serves Your Students and Schools

Connecting Teaching and School PR
School PR in Action
Serving All School PR Audiences
Questions for Assessing Commitments to School PR Excellence

3. Defining Your School PR Needs

Defining School Public Relations
Organizing School PR Efforts
Different Needs, Different Roles in School PR
Use Available School PR Support
Questions for Assessing School PR Roles and Resources

4. Organizing Your School PR Efforts

Defining School PR Success
Key Components for Success
Getting School PR Research
Examples: Putting School PR Research to Work
Setting School PR Objectives
Deciding Strategies
Picking Tactics
Examples: Defining Your School PR Tactics
Checklist: The 12-Step School PR Planner
Q&A: Frank Basso Discusses How Schools Should Plan and Measure PR Efforts

5. Getting Useful School PR Research

Examples: School PR Research Myths to Address
Examples: School PR Research Sources
Early-Warning Roles of PR Research
Questions for Assessing School PR Research
Q&A: Cynthia E. Banach Talks About the Importance of Communication Research to School PR Efforts

6. Creating Goodwill Ambassadors for Your School

Examples: The People Who Make or Break School PR
Communication Happens: Planned or Not
Listening: Making Communication Two-Way
Examples: Listening Opportunities in Schools
Checklist: Getting Started With Internal School PR

7. Achieving School PR Success: Employees

The Real Power in School PR: When People Care
Creating a Team That Works
Know All of the Audiences
Ideas for School PR Activities With Employees

Checklist: Ideas for Helping Employees Deal With Upset Customers

8. Achieving School PR Success: Parents

What Parents Want

Example: Targeting Messages to Parents

Analyze Your Messages

Ideas for School PR Activities With Parents

Checklist: Engagement Idea Starters for Parents

9. Achieving School PR Success: Students

Students Talk, People Listen

Supporting School Communication by Students

Celebrate All Student Successes

Ideas for School PR Activities With Students

10. Achieving School PR Success: Volunteers and Other School Visitors

Welcoming Outsiders to Your School

First Impressions Last

Ideas for School PR Activities With Visitors

11. Achieving School PR Success: Diverse Audiences

Diversity's Impact on School PR

Use PR to Tap Diversity's Power

Ideas for School PR Activities With Diverse Populations

12. Achieving School PR Success: Seniors

Boost Senior Involvement

Ideas for School PR Activities With Seniors

Q&A: Diane Holtzman Talks About Involving Seniors in School PR Efforts

13. Achieving School PR Success: Businesses and Vendors

Tap Business Expertise and Influence

Build Working Partnerships

Ideas for School PR Activities With Businesses

Q&A: John Moscatelli Discusses How Schools and Businesses Can Work Together

Q&A: Dr. William J. Banach Discusses How Marketing Can Contribute to School PR Efforts

14. Achieving School PR Success: Community Leaders

Encourage Active Involvement

Ideas for School PR Activities With Community Leaders

Q&A: Dr. Don Bagin Talks About Key Communicators and School PR

15. Creating Your School PR Messages and Content

Creating Messages That Work

Linking Messages to Needs and Beliefs

Example: Creating Messages That Spark Action

Pay Attention to Message Meanings

Some Suggestions for Building Such Messages

Writing for Readership

Revising Copy to Strengthen Messages

Transitions: Shifting Gears Between Ideas

Assuring Message Transparency

16. Delivering Your School PR Messages and Content: In Print and Online

Organizing Public Relations Tactics

Communicating Through Design

Accommodate How People Read

Ideas for Facilitating Communication

Headlines Need Special Attention
Don't Be Anonymous
Consistency Creates Credibility
Package Your Information

17. Delivering Your School PR Messages and Content: In the News Media

Why Schools Use the News Media to Communicate
What Do the Media Offer Schools?
How Does Publicity Relate to Public Relations?
Who Speaks to the Media?
What Is News?
Tactics for Getting Stories to the Media
Building Solid Relationships With Reporters and Editors
Ways to Connect Schools and the Media Covering Them
Setting Interview Ground Rules
Choosing a Good Interview Location
Know What Makes for a Successful Interview
Preparing for Interview Questions You'll Face
Handling Tough Interview Questions
Learn to Leverage School News
Q&A: M. Larry Litwin Talks About Working With the News Media

18. Delivering Your School PR Messages and Content: In Person

Dealing With Others One-on-One
Face-to-Face Tactics in Action
Ideas for Creating Successful School Gatherings
Planning and Writing Presentations and Speeches
Accommodating the Audience
Getting the Right Introduction
Creating Great Visuals
Handling Questions During and After Presentations
Presenting to Unfriendly Audiences
Personal Communication During Crises
Tapping the PR Power in Good Etiquette

19. School PR: How You Can Make a Difference Now

School PR Resources
Index