



Why School Communication Matters: Strategies From PR Professionals

Kitty Porterfield, Meg Carnes

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Why School Communication Matters is an easy-to-use reference for the communication dilemmas that superintendents, principals, and other school leaders face today as they lead faculty and staff, parents and students, neighbors and community leaders. This newly revised edition incorporates the monumental technological changes, including social media that are reframing the way we think and work. The book deals with real life challenges and offers practicable solutions.

1. Demonstrates how school leaders can design effective two-way communication strategies with their own communities—because one size no longer fits all.
2. Draws from some of the best research in school communication and business leadership.
3. Offers a framework of ideas on which school leaders can hang their strategic plans.
4. Examines real challenges—from battles with angry parents to the effective use of data to the management of a major crisis—and links these challenges to larger leadership issues.
5. Includes up to the minute information and fresh statistics on today's social media and community outreach.
6. Is a boots-on-the-ground field guide of proven strategies to meet the needs of practitioners who work on the front lines
7. Is a reference book for both new and seasoned school leaders
8. Is a textbook for those aspiring to school leadership positions

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