How to become a school communications SUPERHERO

Alex Pulaski, Jake Arnold, Rachel Fleenor
WITH GREAT POWER COMES GREAT RESPONSIBILITY
Is this a TEST?
Set yourself up for success
Understand the ground rules
Staying on message: talking points and ‘no comment’
FBI looked for child pornography at top Hillsboro schools administrator’s home, records show
“We are in the business of caring for and educating kids,” Graser wrote in the email. “We have no tolerance for any sort of behavior that threatens or victimizes children...”
When reached Tuesday, COCC declined an interview but issued a statement from Metcalf, the COCC president.

“This was a senseless and horrific crime,” Metcalf’s statement reads. “We share in our community’s sense of loss over Kaylee Sawyer’s death. As educators, we seek to create a better future for young people, and to see a life cut short this way is heartbreaking.

“We are reviewing the lawsuit details. In the meantime we offer our most sincere condolences to Kaylee’s family and friends.”

The lawsuit states that in addition to fostering a culture within the campus public safety department that led to Sawyer’s death,
Arming School Staff On Agenda

by Josephine Woolington  The Register-Guard |

The School Board has a big topic on its Monday meeting agenda: Arming school staff.

When asked by The Register-Guard for comment, the board’s chairman, said, “Go to hell.”
Is After School Satan Club coming to your kids’ school?
When things go wrong...
Ashland chief says sexual assault victim can say how aggressively they want case pursued
By Suzanne Cusick

Editor’s note: The following originally appeared on a Facebook page about a community forum that was held Thursday. It has been edited for length. The full post appears at bit.ly/2hsEjZL. Title IX of the Education Amendments of 1972 is a federal law prohibiting discrimination on the basis of sex in education programs receiving any federal funds. Under Title IX, discrimination on the basis of sex can include sexual harassment or sexual violence, such as rape, sexual assault, sexual battery and sexual coercion.

On Dec. 6 a former Ashland High School student made a statement on Facebook that she had been sexually assaulted last fall by another AHS student. She stated not enough was done by the school or the police. A string of FB instant messages, reportedly from her perpetrator, were attached. The messages indicate you should get girls drunk or high so that you can assault them. The messages also indicated there is really no danger in this because the school and police will not do anything.

Obviously, this is horrifying. All district and school staff take the emotional and physical safety of our students very seriously. Nothing is more important to us than ensuring safety so learning can take place.
Coach, six Philomath football players, cited in 'aggravated hazing' case at football camp
In a statement issued after Haroldson's announcement, Melissa Goff, the superintendent of the Philomath School District, said the district "will take appropriate actions toward coaching staff and students where justified and continue the healing process for affected students and their families."

"We condemn all forms of hazing, harassment, and physical, mental, or emotional abuse," the statement said.

"Our first priority at all times is the safety of our students," Goff said in the statement. "We take hazing and bullying issues very seriously, and we have no tolerance whatsoever for the type of allegations raised in this investigation."
Loaded language
100 Colorful Words to Use in Place of “Said”

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**Precision**
Wake school board member calls Raleigh police shooting a ‘murder’
Pinellas School Board chairwoman under fire for calling disruptive students 'hoodlums'
Sensitivity

Goldschmidt confesses '70s affair with girl, 14
Oregon Supreme Court OKs language in gun control proposal

Supporters of Initiative Petition 43 gather to drop off more than 3,000 signatures to be verified. The initiative would restrict the sale, production and ownership of assault weapons and high-capacity magazines. ANNA REED / Statesman Journal
Slang and idioms

#Netflix and Chill sounds like a good plan tonight. Avoid driving in 🔄#pdxtraffic #pdxtst
New University of Wyoming slogan — 'The world needs more cowboys' — draws criticism

Published 1:37 p.m. MT July 9, 2018

The University of Wyoming band enters the stadium Saturday, Nov. 4, 2017, before a game between CSU and University of Wyoming at War Memorial Stadium in Laramie, Wyo.

( Photo: Timothy Hurst/Staff Photographer)

Boulder, Colorado-based marketing firm Victors & Spoils was paid around $500,000 to develop the campaign.
HULK SMASH
69 percent of Americans use at least one social media platform

(Pew Research Center, 2018)
USERS BY PLATFORM (April 2018)

LinkedIn: 260 Million
Twitter: 330 Million
Instagram: 813 Million
YouTube: 1.5 Billion
Facebook: 2.2 Billion

Highlight successful programs
Celebrate academic achievement
Showcase students’ aspirations
Tell stories
SCHOOL BOARD SUPERHEROES

JANUARY

RECOGNITION MONTH

OSBA
Middle school students

North Clackamas School District

Facebook
May 2017

https://www.facebook.com/NorthClackamasSchools/posts/10154324773410356
Shes So Ugly 🌶lain
Hate page for the ugliest girl in Rowe middle school (Bela Corrigan)
Followed by c.xx, ilytbbg, ikylmal + 1 more
“Here at Rowe, we are a family. We stand up for each other no matter race, ethnicity, sexual orientation, social class, or beliefs. This one student’s actions do not and should not represent and/or reflect Rowe or North Clackamas School District as a whole.”
Time to practice
THANKS!

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