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CommunityPART IV. THE CRISIS; Chapter 15. THINK SMART UNDER FIRE: Mastering Basic Crisis Communications; Chapter 16. A CASE STUDY IN CRISIS COMMUNICATIONS: Revisiting Our Assumptions; PART V. THE TOOLBOX; Chapter 17. OVERHAUL YOUR COMMUNICATION CONTENT: Honing Your Message; Chapter 18. READ YOUR SCHOOL (OR DISTRICT) NEWSLETTER: Understanding Why Parents Don't; Chapter 19. MANAGE YOUR SCHOOL (OR DISTRICT) WEBSITE: Ensuring This Powerful Tool Works for You; Chapter 20. GET A GRIP ON SOCIAL MEDIA: Adding Your Voice to Web Conversation  
Chapter 21. WRITE WITH PURPOSE: Harnessing the Punch of the Written WordChapter 22. UPGRADE BACK-TO-SCHOOL NIGHT: Curing What Ails This Annual Event; CONCLUSION. SUSTAINABILITY: The Challenge of the Long-Distance Runner; STUDY GUIDE FOR REFLECTION; TEN BOOKS YOU NEED ON YOUR BOOK SHELF; REFERENCES; INDEX; ABOUT THE AUTHORS

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Sommario/riassunto

*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.

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