

# Superintendent Communication Steps During A Crisis\*

1. Recognize there is a crisis and get the facts.
2. Seek to understand the crisis before making decisions and judgments **if time allows**, then address the crisis publicly as soon as possible.
3. Develop a comprehensive communications plan.
4. Renew and reinforce relationships during this time.
5. Consider the crisis as an opportunity for improvement and express it.

\*Adapted from a presentation by Dr. Randolph Lowry, Professor at Pepperdine University