



COMMUNICATIONS TRIAGE

The way you navigate the first 24 to 72 hours of a critical incident sets the tone for how your schools will get through the crisis. When a serious issue is unfolding, staff or families are mad or traumatized, and the media is calling...you need calm, competent, experienced support. Handle it poorly, and the negative effects could live on for years. Handle it well, and your organization can actually grow stronger.

We Are Here to Help You Navigate Any Critical Incident INCLUDING:

• Death/Serious Injury

- Bus Accident
- School Violence

• Staff or Student Misconduct

- Racist, Sexist, or Other Discriminatory Actions(s)

• Labor/Management Issues

- Votes of No Confidence
- Leadership Discord or Similarly Disruptive Matters
- Hot Parent Response to Board Decisions

• Natural Disaster

- Local or Regional Circumstance Affecting Schools
- School Fire, Vandalism, or Other School-Interrupting Event
- Student Walk-Out

What's Included WITH TRIAGE SUPPORT

- **Initial consultation** with Superintendent, School Board President, or designee is provided at **no charge**
- Situation Analysis
- Identify primary audiences
- Develop key messages for each audience
- Messaging plan and timeline
- Work with district employee to write initial messaging, typically: leadership talking points and tips, messages for staff, families, website, and social media when appropriate
- Leadership support and coaching; This could include organizational trauma management guidance, media interview preparation, and/or brief training of leadership team, school staff, and/or school board related to what to expect, how to talk about what has happened, what not to say, and/or how to navigate "grocery store conversations"

Pricing Model AFTER FREE CONSULTATION

The initial 20-30 minutes of consultation is provided at no charge. If the need can be met within that time, there is no further obligation.

If for any reason the district feels that J.Marie & Associates is not a good fit for the district's needs, we are happy to refer the district to other colleagues — no charge, no hard feelings.

If ongoing support is needed beyond the Incident Triage package, we can provide an hourly contract and/or referral to a trusted colleague.

SUPPORT BEYOND INITIAL CONSULTATION

Small districts — up to 2k students
\$1,100 full price | \$950 with WASA member discount

Large districts — over 2k students
\$1,700 full price | \$1,450 with WASA member discount



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