

The Insider Media Toolkit for Effective School Crisis/Event Communications

Diane Mulligan



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The Insider Media Toolkit for Effective School Crisis/Event Communications Diane Mulligan What are the 7 steps to being ready for the media in case of a school crisis? How do you brainstorm for the unthinkable? How can you make the media a partner – and not a distraction? This unique toolkit takes you step-by-step through an effective crisis communications plan that you need to know before any crisis.

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