



Free crisis communication services for NYSIR members

Summary: The New York Schools Insurance Reciprocal (NYSIR), New York’s premier provider of property and casualty insurance for school districts and BOCES, offers all members access to free crisis communication services from an experienced strategic communications firm in approved instances. When a school district or BOCES faces the perception or reality that it has done something wrong, timely counsel from communications experts on what to say, when, and how can minimize damage to reputations of school districts and school district officials. It can also limit impact on the district and its taxpayers of future liability claims.

How it works: When a member school district or BOCES faces any crisis that requires sensitive stakeholder communications, it can ask NYSIR to approve strategic communications services from either of two New York State-based PR firms with extensive experience in school-based crisis communications. NYSIR's counselors have broad national experience conducting training and providing urgent counsel on a range of school-based crises, including cases of murder, bullying, hazing, sexual misconduct, accidental death on school sites, and so on.

Strategic communications services provided can include: message development; messenger training and coaching; media relations; writing/editing of releases, letters, speeches, op-eds, social media posts, and other common PR materials; and other tasks as circumstances dictate.

Services will typically be provided by phone, email, and/or Skype. NYSIR will pay approved professional fees up to eight hours of services within the first 48 hours of the crisis. In certain circumstances, NYSIR may approve additional spending. The member district or BOCES will cover expenses for any assignment that requires travel to a school or BOCES site. The district or BOCES may negotiate a separate contract with the PR firm for additional services if it wishes.

Why it matters: These available services help member school districts or BOCES focus appropriate attention and energy on the need to speak promptly and forthrightly about the challenge or crisis and how they are responding to it. Like any organization, school entities may risk compounding the damage or creating a whole new crisis if they are seen as speaking slowly, clumsily, incompletely, or disingenuously to parents, students, employees, journalists, elected officials, and other stakeholders.

Learn more at www.nysir.org or from Robert W. Lulley, Jr., Executive Director at 516-640-3053.



NYSIR Crisis Communication Support

Overview:

The New York Schools Insurance Reciprocal (NYSIR) will provide up to eight hours of professional crisis communication services within the first 48 hours of an emergency as approved by NYSIR. NYSIR has identified two providers that schools and BOCES can choose from when receiving this value added benefit of NYSIR membership.

Services:

When a school district or BOCES faces the perception or reality that it has done something wrong, timely counsel from communications experts on what to say, when, and how can minimize damage to reputations of the school or BOCES and its officials. Strategic communication services provided can include: message development; messenger training and coaching; media relations; writing/editing of releases, letters, speeches, op-eds, social media posts and other common PR materials, and other tasks as circumstances dictate.

Expertise:

Eric Mower + Associates is a fully integrated marketing communications agency, with crisis communications professionals in each of our five New York offices. We routinely handle crisis matters for many school districts and other educational institutions across the United States. We are highly adept at working collaboratively with legal counsel and insurers in the heat of a crisis to develop nonconflicting strategies effective in both the legal and public relations arenas.

Benefits:

For any organization, the news may not always be good, even when they're doing the right thing. How you handle yourself in the first hours of a crisis determines the outcome — how you are ultimately viewed in the “court of public opinion.” Like any organization, school entities may risk compounding the damage or creating a whole new crisis if they are seen as speaking slowly, clumsily, incompletely, or disingenuously to parents, students, employees, journalists, elected officials, and other stakeholders.

For further information, please contact these individuals or your local NYSIR representative:

ROBERT W. LULLEY, JR.
EXECUTIVE DIRECTOR

NEW YORK SCHOOLS INSURANCE RECIPROCAL
333 Earle Ovington Blvd., Suite 505, Uniondale, New York 11553
Phone: 516.640.3053 | Mobile: 516.633.0355
NYSIR.org | rlulley@nysir.org



ERIC MOWER + ASSOCIATES

SEAN L. CASEY
SENIOR VICE PRESIDENT, MANAGING DIRECTOR
DIRECTOR OF PUBLIC AFFAIRS

ERIC MOWER + ASSOCIATES
30 South Pearl Street, Suite 1210, Albany, NY 12207
Phone: 518.618.1502 | scasey@mower.com





NYSIR Crisis Communication Support

Overview:

The New York Schools Insurance Reciprocal (NYSIR) will provide up to eight hours of professional crisis communication services within the first 48 hours of an emergency as approved by NYSIR. NYSIR has identified two providers that schools and BOCES can choose from when receiving this value added benefit of NYSIR membership.

Services:

When a school district or BOCES faces the perception or reality that it has done something wrong, timely counsel from communications experts on what to say, when, and how can minimize damage to reputations of the school or BOCES and its officials. Strategic communication services provided can include: message development; messenger training and coaching; media relations; writing/editing of releases, letters, speeches, op-eds, social media posts and other common PR materials, and other tasks as circumstances dictate.

Expertise:

Syntax is known for its ability to reliably deliver strategic counsel, thoughtfully crafted messages, captivating campaigns and cutting-edge web designs. Our vast breadth of knowledge and familiarity with the field of educational marketing and communications provides us with a platform to best meet a variety of client needs.

Our range of services incorporates a diverse offering, including strategic consultation, content development, website creation and maintenance, and media services. These four pillars serve as the foundation of Syntax and, together, make us integral to the communications efforts of an educational institution.

Benefits:

Whether you are in need of one-on-one consultation, statements or letters for your school community, Syntax can offer guidance. Our services are in place to support your needs and effectively implement key concepts into action.

Educational institutions are frequently confronted by challenging issues that require sound, experienced advice. Criminal actions, accidents, student actions and operational challenges are among the many issues we address on a regular basis.

In times of crisis, we understand how important it is to communicate clearly, quickly and with one consistent message. Working together, we can offer strategy and support in crafting media statements or messages to your community, as well as function as the spokesperson for your organization.

For further information, please contact these individuals or your local NYSIR representative:

ROBERT W. LULLEY, JR.
EXECUTIVE DIRECTOR

NEW YORK SCHOOLS INSURANCE RECIPROCAL
333 Earle Ovington Blvd., Suite 505, Uniondale, New York 11553
Phone: 516.640.3053 | Mobile: 516.633.0355
NYSIR.org | rlulley@nysir.org

Syntax
Strategy | Content | Web | Media

CORINNE MORTON
SENIOR VICE PRESIDENT

SYNTAX
2410 North Ocean Avenue, Suite 400
Farmingville, NY 11738
Phone: 631.589.4000 ext 120 | cmorton@syntaxny.com

