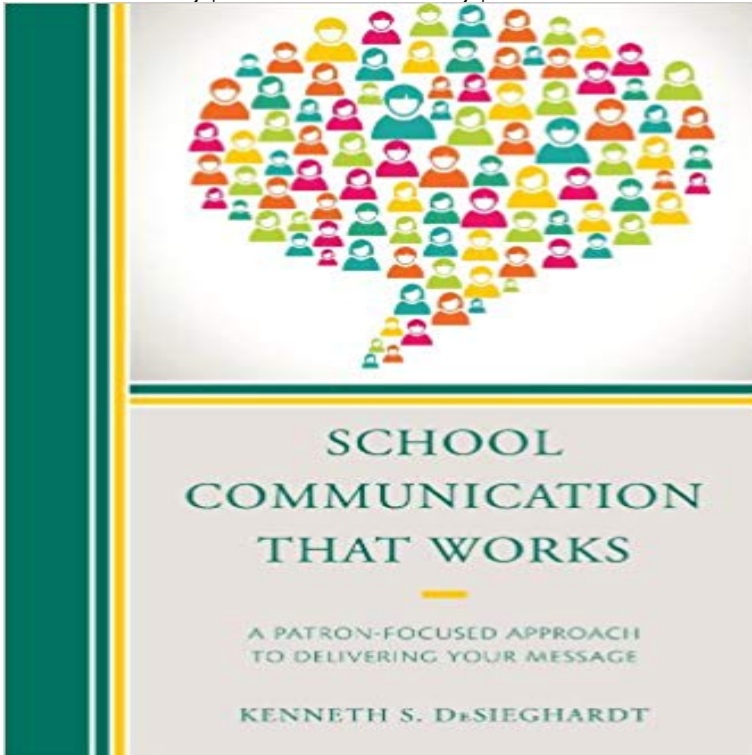


# School Communication that Works: A Patron-focused Approach to Delivering Your Message



The foundation of successful school district/community relationships is communication that focuses on what most interests average residents no matter what you, as a school district leader, believe they should be interested in. Communicate in their language, at their level of interest, and at their pace, and you and your patrons will soon be headed in the same direction more often than not. Based on more than 20 years of research data, and filled with real-life examples and specific recommendations, *School Communication that Works* explains what your patrons really care about (and wish you'd talk more about), what they are only somewhat interested in, and what makes them tune you out. Highlights of the book: An easy-to-follow organizing principle (The Patron Information Pyramid) that sorts school communication topics into three categories: Essential, Important, and As-Needed. Case studies that show the findings in action, drawn from more than 20 years of research with school districts of all shapes, sizes and levels of wealth. Information targeted to special communications situations, such as Hot Topics and Crisis Communications, all focused on how patrons would like their school districts to communicate. A summary of Key Points at the end of each chapter, providing an at a glance review of the information shared.

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