Manage the Message

WHAT YOU NEED TO KNOW TO COMMUNICATE DURING A CRISIS AND ON A DAILY BASIS

2015

Dallas Independent School District
Communication Services
Communication Services offers a full range of creative services and strategic planning designed to share the message of the Dallas Independent School District. We work to communicate the mission and goals of the district as it seeks to raise the academic achievement of each student.

Communication Services is committed to our students, parents and employees through our work providing the most effective communication districtwide and throughout the community.

The department strives to be “information central” for all things related to Dallas ISD. Communication Services consists of seven divisions providing a wide array of services:

- News and Information
- Marketing and Messaging
- Internal Communication
- Dallas Schools Television (DSTV)
- Web Services
- Call Center
- Translations
News and Information distributes stories to local, state and national media outlets through news releases, media advisories and direct contact with reporters.

Crisis management continues to be a critical role of News and Information to ensure that the district is accurately represented. News and Information staff provides support to schools, departments and administrators when dealing with the media during a crisis or on a daily basis.

The department produces hundreds of news releases each year and answers more than 700 media calls.
MANAGING THE MESSAGE CHECKLIST

Every incident is not a crisis, but this checklist may be helpful for handling crisis situations as well as serious incidents.

Before crisis situation:

- Review your campus emergency operations plan.
  - Schedule practice drills, role play.
  - Ensure everyone knows their role.

During the crisis:

- Follow your campus emergency operations plan.
- Contact nursing staff and counselors to respond appropriately.
- Contact your executive director or appropriate division.
- Contact Dallas ISD Police and Security, (214) 932-5627.
- Contact the Communication Services Department, (972) 925-5483.
- Notify your appropriate staff (use discretion to avoid panic and additional disruption).
- Collect information from witnesses.
- Direct office staff on what to say if parents call.
- Communicate with parents
  - School Messenger
  - Letter to Parents (English/Spanish)
  - Other appropriate methods

After the crisis:

- Complete appropriate documentation.
- Contact Psychological Services, (972) 925-8050 to have grief counselors sent to your school.
- Consider if and how students should be notified of the incident.
- Consider scheduling a meeting for parents in a few days to answer questions.
Date

Dear Parents:

The safety of our students at [school name] is always our top priority. When situations arise regarding their safety, we feel it is important to share information with parents as quickly as possible.

It is with deep regret that we need to inform you of the death of one of our students who passed away today. Every life-saving measure possible was administered. The incident occurred in the cafeteria and was observed by many of our students. As a result, the district is providing counseling for students who may have questions. Please be sensitive to changes in your child's behavior. They might wish to talk with you about their feelings.

As you deal with the situation with your child, we suggest the following:

1. Answer any questions they have in the simplest, most truthful manner. Children often are afraid that the same fate could befall them. Be reassuring, and listen to them.
2. Be accepting of your child's emotional reaction. Tell your child that it is normal to have many different feelings and/or reactions, and reassure them that no matter what they feel, it is okay.
3. Continue with your normal routine. Be aware that your child might experience difficulty in following daily activities. Children who have had recent losses in their own family circle will be more vulnerable.
4. Your own serenity and calmness will help your child to better deal with their emotions. Be alert and sensitive to their emotional needs.

Please feel free to immediately contact us if we can be of further service to you and/or your child at [phone #].

Once again, our prayers and thoughts are with the family.

Sincerely,

Name
Principal
School

3700 Ross Ave.,
Dallas, TX 75204
(972) 925-3700
www.dallasisd.org
Dear Parents and Guardians,

The safety of our students is always a top priority at (school). When issues of concern are brought to our attention, we feel it is important to share them with you.

One of our students brought an unloaded weapon to school today. Fortunately, no one was injured. Please know that the school took immediate action and swiftly administered the appropriate discipline. While we are still gathering information about this incident, please know that student safety will always be a non-negotiable at our school.

Thank you for your continued support of (school). If you have any questions, please do not hesitate to call my office at (phone #).

Sincerely,

Name
Principal
School
Parents/Guardians,

Safety is always a top priority at (school). Our campus staff and security personnel do an outstanding job every day ensuring that the learning environment remains safe. When any issue arises that might pose a concern, we do not hesitate to take the necessary steps to ensure everyone’s safety.

Our police and security team regularly monitor social media sites, and as a result we were made aware of a rumor that was circulating around our school. While we do not believe the rumor to be true, security has been increased on campus as a precautionary measure.

Please talk to your student about using social media to spread rumors, and certainly if they discover messages that they feel pose any kind of threat to their safety or the safety of others, encourage them to bring them to our attention.

Maintaining a safe learning environment for students and staff is our goal. We appreciate the opportunity to serve the students at (school). Please feel free to call my office at (phone #), if you have additional questions.

Sincerely,

(Name)
Principal
(School)
(Date)

Dear Parents and Guardians,

Safety is always our top priority at (school). Our campus staff and security personnel do an outstanding job every day ensuring that the learning environment remains safe. When any issue arises that might pose a concern, we do not hesitate to take the necessary steps to ensure everyone’s safety.

Today, one of our kindergarten students walked out of the school during lunch. After a preliminary search, the student was reported missing by his teacher, and we immediately searched the entire campus.

We quickly notified the parent who came to the school within a few minutes. Shortly after her arrival, the parent received a call from a neighbor letting her know her child was sitting at the front door of his home.

The entire event took approximately 30 minutes from the time the student was discovered missing until he was returned to school. Please take this time to talk with your child about the importance of remaining on campus until the designated dismissal time.

Be assured that we are reviewing our safety procedures to ensure students remain safe at all times, and we are grateful for your support of (school). If you have additional questions, please feel free to call me at (phone).

Sincerely,

(Name)
Principal
School
Dear Parents and Guardians,

Safety is always our top priority at (school). Our campus staff and security personnel do an outstanding job every day ensuring that the learning environment remains safe. When any issue arises that might pose a concern, we do not hesitate to take the necessary steps to ensure everyone’s safety.

(Insert 3-4 sentences about the incident)

Be assured that we are reviewing our safety procedures to ensure students remain safe at all times, and we are grateful for your support of (school). If you have additional questions, please feel free to call me at (phone).

Sincerely,

Name
Principal
School
(Date)

Dear Parents and Guardians,

The safety of our students is always a top priority at (school). When issues of concern are brought to our attention, we feel it is important to share them with you so that appropriate steps can be taken. The purpose of this letter is to notify you of an incident that occurred (general time of day).

A stranger approached one of our students who was waiting at the bus stop. Fortunately, the student was not harmed in any way and took the appropriate steps. A report has been made to the Dallas Police Department and we are working with them and our own Dallas ISD Police to provide an additional security presence around our campus both before and after school.

In order to ensure the safety of our students:

- Please make sure your child walks to school or to the bus stop with an adult or with a large group of students.
- Make sure your child knows your name, address, and phone number.
- Encourage them to report all incidents to you and the school office.

Here are a few things our counselors are teaching students:

- Trust their instincts – if they feel they are being followed or something is not right, they should seek help immediately.
- If a stranger approaches them, they should not speak to him or her. They should never approach a stranger in a motor vehicle. They should just keep walking. They should not accept candy or any other items from a stranger. They should never walk off with a stranger no matter what he or she says.
- If someone is following them, they should try to remember the license plate of the vehicle and immediately tell a trusted adult.
- If a stranger grabs them, they should do everything they can to stop him or her from pulling them away or dragging them into a car. They should drop to the ground, kick, hit, bite, and scream. If someone is dragging them away, they should scream, "this is not my dad," or "this is not my mom."

We want to do all we can to keep our children safe and secure. If you have any questions, please do not hesitate to call my office at (phone).

Thank you for your continued support of our school.

Sincerely,

Principal
School

3700 Ross Ave.
Dallas, TX 75204
(972) 925-3700
www.dallasisd.org
Internal Communications

CONTACT INFORMATION

Dr. Nicole Mansell
Director
amansell@dallasisd.org
(972) 925-3959

Lawana Porter
Coordinator
lporter@dallasisd.org
(972) 925-3915

Tiffanie Blackmon-Jones
Specialist
tblackmonjones@dallasisd.org
(972) 925-3919

Lacie Kuhn
Specialist
lkuhn@dallasisd.org
(972) 925-3272

THE SAME PAGE NEWSLETTER

Produce a weekly e-newsletter designed to inform staff about the direction of the district, its programs, and staff and student accomplishments.

thesamepage@dallasisd.org

E-NEWS

Send twice-weekly news bulletins that provide time-sensitive messages and reminders about important deadlines and district activities.

PROMOTION OF BOND PROGRAMS

Inform community about the progress of bond programs via stories on the bond website and bond publications, and plan dedications and ribbon-cuttings for new schools and large classroom additions.

PROMOTE NEWS COVERAGE OF DISTRICT EVENTS AND ACCOMPLISHMENTS

Manage and support district initiative events such as convocation. Highlight and promote news coverage of school and district activities and accomplishments. Staff can request coverage by submission of the News, News form found at http://inet.dallasisd.org/depts/commsvcs.

STAFF PAGE OF WEB SITE AND INTRANET

Write stories for the staff page of the district website and the Intranet to recognize staff and student accomplishments, explain employee benefits, and keep staff informed of important information.
Internal Communications

**News**

3700 Ross Avenue, Dallas, Texas 75204 • (972) 925-3700 • www.dallasisd.org

---

**News Request ID:** 835

**Contact Person:** Zoe Gonzalez

**Phone Number:** 214-883-8933

**E-mail:** zgonzalez@dallasisd.org

**School/Department:** Lipscomb Summer School

<table>
<thead>
<tr>
<th>School Division</th>
<th>Central Administration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Division 1</td>
<td>All</td>
</tr>
<tr>
<td>Division 2</td>
<td></td>
</tr>
<tr>
<td>Division 3</td>
<td></td>
</tr>
<tr>
<td>Division 4</td>
<td></td>
</tr>
<tr>
<td>Division 5</td>
<td></td>
</tr>
</tbody>
</table>

**Principal/Supervisor’s Name:** Sherry Lang

**Event open to the Media?**

- Yes
- No

**Has principal approved media coverage?**

- Yes
- No

**News Title:** Summer Meals Blast

**What?**

Good Morning Texas will be in our Summer School campus to interview Troy Allenman who is promoting exercise and good healthy eating. Kids participating from Summer School will be participating of activities in this visit.

**When? Date/Time:** July 18, 2013 9am to 10am

**Where?** Cafeteria and playground

**Who?** Troy Allenman, Jennifer Sampson from Food Services and Dallas ISD summer school participants

**Why?** To promote the summer meals programs on  as well as exercise.

---

Submit Date/Time: 07/11/2013 12:47 PM

---

Please ONLY check this box if you'd like to supply documents with further information.
Translation Services provides interpreters for Limited English speaking parents at ARD meetings, parent/teacher conferences, psychological evaluations, truancy, and PTA and community meetings. The department provides interpreters for most languages, including Spanish, Somali, Swahili, Mai-Mai, Burmese, Vietnamese, Amharic, Bosnian, Arabic and French.

**CONTACT INFORMATION**

Ivette Cruz Weis  
Director  
icweis@dallasisd.org  
(972) 925-3911

**INTERPRETATION SERVICES**

Interpreter availability is determined by language requested and how far in advance a request is made. Spanish, Vietnamese and several other world languages are available. For this service, download the Interpreter Request Form and send to interpreters@dallasisd.org.

**DOCUMENT TRANSLATION**

Documents submitted for translation will be processed in the order received. Document translation is available in English, Spanish and Vietnamese. For this service, download the Translation Request Form, attach the document to be translated and send to translations@dallasisd.org.

**Spanish Interpreter hotline**

One of the new initiatives implemented by Translation Services in the 2012–2013 school year is the Sí Hotline. The Spanish interpreter hotline supports campuses in bridging the language barrier that hinders effective communication between teachers and Spanish-speaking or limited English proficient parents and to foster positive and compassionate communications in the schools.

Sí hotline:  
(972) 925-5880
The Dallas ISD Connect Contact Center is a single point of contact for employees, constituents and the general public, providing information which allows them to find a resolution to their questions or concerns.

Calls are received in Dallas ISD Connect via three phone lines.

<table>
<thead>
<tr>
<th>CONTACT INFORMATION</th>
<th>MAIN PHONE LINE: (972) 925-3700</th>
<th>EMPLOYEE PHONE LINE: (972) 925-4200</th>
<th>CONSTITUENTS PHONE LINE: (972) 925-5555</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lester Singleton</td>
<td>The district’s main phone line is dedicated to:</td>
<td>The district’s employee phone line is dedicated to:</td>
<td>The district’s constituent phone line is dedicated to:</td>
</tr>
<tr>
<td>Manager</td>
<td>- Directory and district assistance information</td>
<td>- General benefits questions</td>
<td>- Providing parents a point of contact to address issues and concerns.</td>
</tr>
<tr>
<td><a href="mailto:lesingleton@dallasisd.org">lesingleton@dallasisd.org</a></td>
<td></td>
<td>- Pay check concerns</td>
<td></td>
</tr>
<tr>
<td>(972) 925-5812</td>
<td></td>
<td>- Personnel records</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Substitute concerns</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- New employee orientation</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Employment inquiries</td>
<td></td>
</tr>
</tbody>
</table>
School Zone Dallas and its Spanish language version, Aquí en Dallas ISD, are television programs hosted by students that tell about the good things happening in Dallas ISD. School Zone Dallas airs every Wednesday at 6:30 p.m., on district Cable Channel 98 on Time Warner Cable System of Dallas. Aquí en Dallas ISD airs every Monday during Univision–Channel 23’s morning newscast Primera Edición from 4 a.m. to 6 a.m., and during its sister station Unimás–Channel 49’s morning show Vive la Mañana from 6 a.m. to 7 a.m.

The programs are available on the district’s web site and YouTube channel. For more information go to www.dallasisd.org.

REMOVING OFFENSIVE VIDEOS FROM YOUTUBE

YouTube users upload over 72 hours of video to YouTube every minute. With so much content on the site, it is impossible to review it all. YouTube relies on community members to flag content that is inappropriate. Videos that violate YouTube’s Community Guidelines (http://www.youtube.com/t/community_guidelines) must be flagged in order to have it removed. YouTube requires that you be logged in to use YouTube flagging tools. If you do not have a YouTube account, sign in as a new user.

How to flag a video:

1. Locate the video you wish to have removed. Below the video player, click on the “Flag” button.

2. Click on the reason for flagging that best fits the violation within the video.

3. Provide any additional details that may help YouTube’s review team make their decision.

Note:

- It could take several days before the offending video is removed.
- Flagging videos is anonymous; users cannot tell who flagged a video.
- The individual who posted the offensive video will have their YouTube privileges revoked.
Web Services

CONTACT INFORMATION

Brian Reed
Specialist
webservices@dallasisd.org
(972) 925-3584

Visit the Web Services website for more information:
www.dallasisd.org/webservices

WEB SERVICES PROVIDES

- Websites for all Dallas ISD schools
- Website management training
- Website support and assistance

WEB SERVICES OFFERS 3 TRAINING CLASSES

1. The Basics. The Basics provides school and department designees the information and tools that they need to get started on their websites.

2. Advanced Tips and Tricks. The Advanced Tips and Tricks class will give designees additional tools for creating a more informative and dynamic website.

3. Forms and Surveys. The Forms and Surveys class will give designees an interactive tool for gathering important information.

Registration for training is available on the Web Services website at http://www.dallasisd.org/webservices.

WEB SITE DESIGNEE

- All schools should designate an administrator or teacher to maintain their school's website.
- Principals should complete the Website Designee Request form each year at: http://www.dallasisd.org/designeerequest.
Marketing and Messaging Services is comprised of Internal Communication and Marketing Services which collaboratively exist to creatively communicate the story of Dallas ISD to various internal and external audiences through transparent messaging, utilizing online, print and video materials.

Are you looking to create or revise materials with a fresh look and concept? Have a big event and wondering where to start? We are here to help.

**SOCIAL MEDIA**

Does your school or department have a presence on social media? Want to create a Facebook page or Twitter account for your school?

- Let us help you boost your engagement with parents and community members. We provide training and materials for your school, upon request. We can help determine which social media platform best suits your needs.

For Instagram and Twitter:
- We encourage schools and departments to create a "hashtag" and upload photos for that specific campaign or event. Create your own hashtags and please include the district’s hashtag (#dallasisd) so it shows up in our feeds. We would love to promote what’s going on at your campus and promote it districtwide.

**Examples:**
- Facebook: “dallasisd”
- Facebook: “DallasISD_ español”
- Twitter: @dallasschools + #dallasisd
- Instagram: “dallasisd” + #dallasisd
- Pinterest: “Dallas Independent School District”

**GRAPHIC DESIGN**

Need help creating flyers, presentations, posters, programs, banners, brochures, logos, mascots and other collateral pieces?

Let’s talk about how we can help. We have supported various departments and schools over the years.

**PHOTOGRAPHY**

Is there a special event happening at your school?

Let us know in advance and we’ll do our best to attend. We will post the photos on our Flickr page for you to view and download (www.flickr.com/photos/dallas_isd). Have you thought about having parents take photos from their phones with the district hashtag (#dallasisd) on Instagram and Twitter so you can see them? Parents could very well be your best documenters of events and school happenings.

**THE HUB**

Looking for the most current, up-to-date news and information regarding Dallas ISD? The Hub is Dallas ISD’s digital newsroom where we connect the personalities, places and perspective of Dallas ISD.

Provide news or story ideas or news leads at http://thehub.dallasisd.org/contact-us.

**CONTACT INFORMATION**

Melissa Weishaupt  
Director  
mweishaupt@dallasisd.org  
(972) 925-3949

Gene Davis  
Manager, The Hub  
carlovdavis@dallasisd.org  
(972) 925-3958

Leanna Herr  
Manager, Special Projects  
lherr@dallasisd.org  
(972) 925-3577

Todd Overman  
Coordinator  
toverman@dallasisd.org  
(972) 925-3947

Claudia Torrescoano  
Coordinator  
ctorrescoano@dallasisd.org  
(972) 925-3630

Nakoya Moss  
Coordinator  
nmoss@dallasisd.org  
(972) 925-3955

Jimmy Nelle  
Graphic Designer  
jnelle@dallasisd.org  
(972) 925-3406

Exzavia Hicks  
Graphic Designer  
ehicks@dallasisd.org  
(972) 925-3968

Kristi Wareham  
Administrative Assistant  
kwareham@dallasisd.org  
(972) 925-3577
The logo of an organization is not only its identification mark, but part of its public image. In order to maintain the integrity of the logo and name of the Dallas Independent School District, please adhere to the following guidelines:

- The school district’s name and symbol must appear together in all official communications and printed materials. Both the name and the graphics are part of the logo. The symbol cannot be used alone.
- The logo should be scaled proportionally. Do not compress or expand it horizontally or vertically.
- The logo should not be combined, incorporated, or modified into other logos or designs or give the appearance of being combined.
- The logo may be used in one of three configurations: flush left, centered, or flush right.

Spatial relationships have been carefully resolved to provide proper esthetic combination. For this reason, these relationships should not be altered in any manner. In the diagrams below, an area of clearspace around the logo is designated, around which no other type or element may encroach.

Note: x = the width of the symbol.
Logo Usage

Color System

The official logo colors are derived from the Pantone Matching System and are identified as PMS 229 maroon, PMS 137 gold, and PMS black.

In normal uses, on a white or light-colored background, the logo is reproduced in either its official colors or in black.

An acceptable variation is having the logo appear reversed out of a dark background.

Logo in official colors on a white or light-colored background.

Logo in black on a white or light-colored background.

Acceptable variation: Logo reversed out of a dark background.