

Case Study

TRANSFORMING NEGATIVE MEDIA COVERAGE INTO UNIFIED COMMUNICATION



Situation

In the face of weeks of negative media coverage stemming from a bus driver shortage, a school district found itself in dire need of a solution to align the efforts of various stakeholders within the organization. These stakeholders included the school district's transportation division, its contracted transportation provider, and its contracted call center support. The challenge was to ensure that all members of the project management team and selected subject matter experts conveyed a unified message and spoke with one voice regarding the transportation challenges.

Task

Avant Solutions was approached to develop a comprehensive communication strategy that would effectively bridge the gap and bring cohesion to the communication efforts of the school district. The task at hand was to create a communication toolkit that not only reflected the organization's core communication values but also offered a structured approach to disseminating key messages. The toolkit needed to encompass strategic key messages, incorporate key messaging elements, provide supportive talking points, anticipate questions and answers, and segment the content based on the audience. Furthermore, the toolkit needed to serve as a readily accessible resource for authorized spokespeople within the organization, complete with their contact information.

Action

Avant Solutions embarked on a systematic approach to address the multifaceted communication challenge faced by the school district. The following steps were taken to create a comprehensive communication toolkit:

- 1. Collaborative Strategy Development:** Avant Solutions engaged with key stakeholders from the school district, including members of the project management team and subject matter experts, to understand their perspectives, pain points, and communication needs.
- 2. Message Crafting:** The team at Avant Solutions worked closely with the school district to craft strategic key messages that accurately represented the organization's position and vision. These messages were carefully tailored to address the concerns of different audience segments, such as parents, students, and the wider community.
- 3. Supportive Talking Points:** To ensure that spokespeople could effectively communicate the key messages, Avant Solutions provided a set of supportive talking points. These talking points offered additional context and information that could be used to address specific inquiries or concerns.

4. Question and Answer Preparation: Anticipating the types of questions that might arise from concerned parties, Avant Solutions created a comprehensive set of questions and answers. This resource equipped spokespeople with well-thought-out responses that aligned with the strategic messages.

5. Authorized Spokespeople Identification: Avant Solutions collaborated with the school district to identify authorized spokespeople who would represent the organization in its communications. The toolkit included their contact details for easy reference.

Results

The implementation of the communication toolkit produced the following results for the school district:

1. Cohesive Messaging: The project management team, along with principals and other stakeholders across the school district, now had access to a unified set of messages. This ensured that all communication efforts were consistent and aligned with the organization's goals.

2. Clarity on Authorized Spokespeople: The toolkit provided clear identification of authorized spokespeople, eliminating any ambiguity within the organization. This allowed for efficient and controlled communication with external parties.

3. Enhanced Communication: With a structured and comprehensive toolkit at their disposal, the authorized spokespeople were better equipped to address inquiries, manage media interactions, and provide timely updates to concerned parties.

4. Aligned Communication Values: The toolkit not only served as a practical resource but also reinforced the school district's communication values, ensuring that messaging was aligned with the organization's core principles.

Avant Solutions successfully transformed a challenging situation into an opportunity to demonstrate its expertise in creating customized communication strategies. By creating a comprehensive key messaging toolkit, Avant Solutions enabled cohesive and effective communication, showcasing the power of strategic messaging and unified voices. This case study exemplifies our commitment to delivering tailored solutions that meet the unique needs of our clients and drive positive outcomes.

About Avant Solutions

Avant Solutions is a full-service PR/communication firm that provides customized communication strategies, media training/media relations, executive communication support and services to clients across various industries and sectors. The team has in-depth knowledge of strategic communication and public relations, serving a diverse clientele that includes federal and local government, public agencies, non-profit organizations, education, small businesses and startups. Avant Solutions belongs to the Public Relations Consultants Group, a national network of 50 award-winning independent communications and public relations professionals and consultancies, allowing reach in every market across the U.S., Canada and Puerto Rico. The firm is also part of the Goldman Sachs 10KSB Small Businesses Alumni group and the only Black woman-owned, WBENC and WOSB-certified PR/Communication firm in the State of Nebraska.



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