



RISK COMMUNICATIONS

TUESDAY, OCT. 20 >> 1:00 – 4:00 P.M.

How do you best **communicate about risk** –
to your district employees and school community?



This **informative workshop** will cover how to:

- Communicate during emergencies
- Influence stakeholders to take a specific action
- Build support for change
- Avoid sending mixed messages



Hear from communications, psychology and
public health experts as we explore lessons
learned from the coronavirus.



For agenda and to register visit convention.nyssba.org
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12th Annual Pre-Convention Communications Live Virtual Workshop

AGENDA

1:00 – 1:15 p.m. Welcome & Introduction

1:15 – 2:30 p.m. Session 1 - How to Communicate Risk: Lessons from the Coronavirus Pandemic

How do we best communicate about risk – especially a public health risk such as the coronavirus – to our school communities? During a pandemic, providing accurate, up-to-date information to stakeholders can make the difference between illness and health, life or death. In this interactive session, experts in communication, psychology and public health will discuss how school leaders can convey the appropriate level of risk during emergency situations so that stakeholders can make informed decisions.

Panelists:

- **Makana Chock, Ph.D.**, Associate Professor, S.I. Newhouse School of Public Communications, Syracuse University
- **Peter J. Hotez, M.D., Ph.D.**, Dean of the National School of Tropical Medicine and Professor of Pediatrics and Molecular Virology & Microbiology, Baylor College of Medicine
- **Seema Yasmin, M.D.**, Clinical Assistant Professor, Medicine - Primary Care and Population Health, Stanford University
- **George Latimer**, Westchester County Executive

Moderator:

- **David Albert**, Chief Communications and Marketing Officer, New York State School Boards Association

2:30 – 2:45 p.m. Break

2:45 – 4:00 p.m. Session 2 - Employee Communications during a Pandemic: Best Practices

Communicating effectively with your school district employees during the best of times can be a challenge, let alone during a global pandemic. In this segment, we'll explore overall best practices for employee communications and engagement, then focus on communicating during emergencies such as the ongoing coronavirus pandemic.

Presenters:

- **Kim Allen**, Managing Partner, Communications, Dixon Schwabl
- **Nadine General**, Vice President of Agency Nonprofit Services, Dixon Schwabl
- **Michael Nagler**, Superintendent, Mineola Public Schools and 2020 NYS Superintendent of the Year

virtual workshop

EVENT INFORMATION

DATE: October 20, 2020

REGISTRATION FEE*: \$100/Member

**Fee includes resource materials.*

**Live virtual workshop accessible
via computer, tablet or phone.**

Register **TODAY** at convention.nyssba.org

WORKSHOP FACULTY



Makana Chock, Ph.D., Associate Professor, S.I. Newhouse School of Public Communications, Syracuse University

Dr. Chock conducts research in media psychology, focusing on the ways in which people process and respond to persuasive messages in mass media, social media and virtual reality contexts. Her research on media content has been used to help design and implement educational campaigns concerning HIV awareness, drug use, binge drinking, food safety issues and environmental risk campaigns.



Peter J. Hotez, M.D., Ph.D., Dean of the National School of Tropical Medicine and Professor of Pediatrics and Molecular Virology & Microbiology, Baylor College of Medicine

Dr. Hotez leads a team developing new vaccines for diseases, including SARS/MERS/SARS-2 coronavirus, while championing access to vaccines. He has authored more than 500 original papers and four books. Dr. Hotez appears frequently on television (including BBC, CNN, Fox News, and MSNBC), radio, and in newspaper interviews (including The New York Times, USA Today, Washington Post, and Wall Street Journal). He obtained his undergraduate degree in molecular biophysics from Yale University, a Ph.D. in biochemistry from Rockefeller University and an M.D. from Weil Cornell Medical College.



George Latimer, Westchester County Executive

Mr. Latimer was elected Westchester County Executive in January 2018. He began his career in public service on the Rye City Council. For 13 years, Mr. Latimer served as a Westchester County legislator, then as minority leader, and was later elected the first Democratic Chairman of the Board of Legislators in Westchester County history. In 2004, he was elected to the state Assembly and in 2012 to the state Senate, representing the 37th District. He holds a bachelor's degree from Fordham University and a master's degree in Public Administration from New York University's Wagner School.



Seema Yasmin, M.D., Clinical Assistant Professor, Medicine - Primary Care and Population Health, Stanford University

Dr. Seema Yasmin is an Emmy Award-winning journalist, epidemiologist and medical doctor. She is director of the Stanford Health Communication Initiative, clinical assistant professor of medicine in the Department of Medicine at Stanford University, and a Visiting Professor at UCLA where she teaches risk communication. Yasmin is a medical analyst for CNN and a science correspondent for Conde Nast. Her reporting appears in the New York Times, Rolling Stone, WIRED, Scientific American, and other outlets. Yasmin trained in medicine at the University of Cambridge and in journalism at the University of Toronto. She served as an officer in the Epidemic Intelligence Service at the U.S. Centers for Disease Control and Prevention where she investigated outbreaks of infectious disease. Yasmin is author of four books including the forthcoming, *Viral BS: Medical Myths and Why We Fall for Them*.



Kim Allen, Managing Partner, Communications, Dixon Schwabl Marketing Communications

Kim Allen serves as the go-to for counsel and execution of all client crisis and issues management needs for Dixon Schwabl. She is also spokesperson for the firm and develops a strategy for agency growth and development. Ms. Allen will assume the role of CEO for Dixon Schwabl on January 1, 2021. She graduated from Ithaca College with a B.S. in communications.



Nadine General, Vice President of Agency Nonprofit Services, Dixon Schwabl Marketing Communications

Nadine General guides Dixon Schwabl's team of seasoned public relations professionals, helping develop, manage and execute comprehensive campaigns and crisis communications for a variety of clients. Previously, Ms. General spent five years with the American Red Cross as the assistant director of marketing for the Greater Rochester region and crisis communications manager on the National Advanced Public Affairs team. She holds a degree from St. John Fisher College.



Michael Nagler, Superintendent, Mineola Public Schools

Dr. Michael P. Nagler began his career in the New York City school system, where he quickly advanced to an assistant principal position. He joined Mineola, originally, as assistant principal of its middle school in 1999. Dr. Nagler has been with the Mineola School District for 21 of his 33 years in education and served as its high school principal and deputy superintendent before becoming superintendent in 2009. Dr. Nagler was named the 2020 New York State Superintendent of the Year by the New York State Council of School Superintendents. He holds a doctorate in education from Columbia University.

