



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:

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