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## Culturally Competent Communication

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# CULTURALLY-COMPETENT COMMUNICATION

Stephanie Mohorne

Tara Thomas

# ABOUT US

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- ✦ Stephanie grew up in Waterloo and attended the district she now serves in as administrator.
- ✦ Tara was a TV news anchor/reporter for nearly 20 years, now in her 5th year as Waterloo Schools communications director.

# SOCIAL JUSTICE

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## ✖ Media Bias

- + Representation feeds stereotypes
- + Unintended consequences

## ✖ Equitable outcomes

- + Out-of-the-box thinking
- + Non-traditional approach

# PARENTAL POLICING

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- × Public scrutiny

- + Chilling impact of embarrassment
- + Negative reinforcement

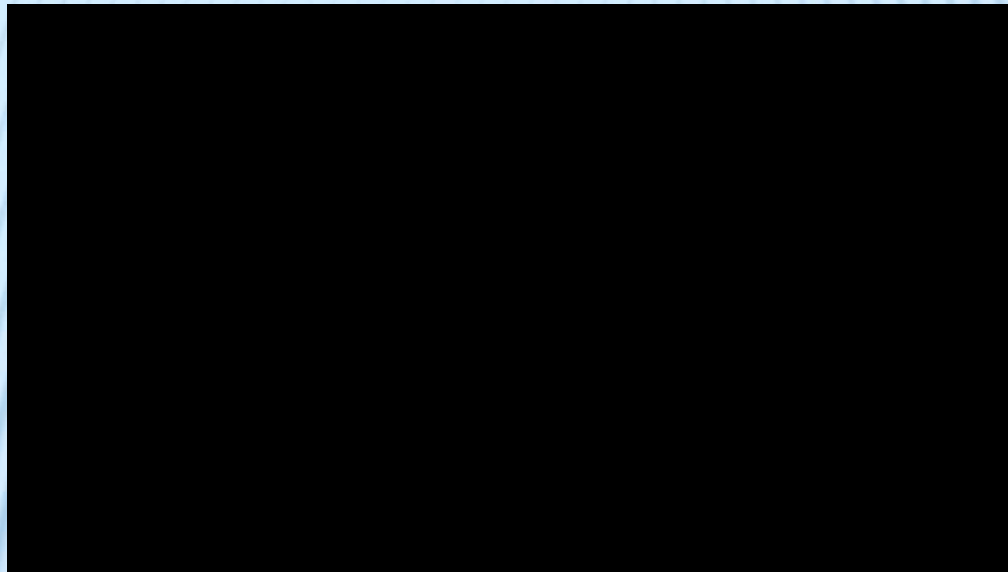
- × Minor vs. Major Incident

- + Diffuse encounter
- + Avoid police involvement or litigation

# SOCIAL MEDIA MANAGEMENT

- ✘ Employee Education

<https://www.youtube.com/watch?v=I6QTrUU3IdY>



- ✘ Critical Conversations

Disciplinary action yields chilling effect  
Peers support shutting it down