

~ **Jonathan Law High School** ~
Library Media Center
20 Lansdale Avenue, Milford, CT 06460
Telephone: (203)7833574

Non-Profit Org.
U.S. Postage Paid
Cheshire, CT
Permit No. 90

DIRECTIONS

■ *From I-95*

- Take Exit 34 (U.S. 1)
- At the end of the ramp, take a LEFT onto U.S. 1
- At the second traffic light, take a RIGHT onto Lansdale Avenue. (Phil's Pharmacy is on corner).
- Jonathan Law High School is at 20 Lansdale Avenue (on the RIGHT).

■ *From Route 15 (Merritt and Wilbur Cross Parkways)*

- Take the Connector to I-95 in Milford (Exit 54).
- Take the exit for I-95 South.
- Take Exit 34 (U.S. 1)
- At the end of the ramp, take a LEFT onto U.S. 1
- At the second traffic light, take a RIGHT onto Lansdale Avenue. (Phil's Pharmacy is on corner).
- Jonathan Law High School is at 20 Lansdale Avenue (on the RIGHT).

"Baldwin/Alverio Media Marketing continues to provide very effective training for our school administrators and their training has paid off!"

– Dr. James Rhinesmith-New Britain
Superintendent of Schools (retired)

Register on-line at:

www.casciac.org

(move your cursor to the "professional development" button and select "conference registration" from the pop-up menu)

CT Association of Schools
30 Realty Drive
Cheshire, CT 06410

The Connecticut Principals' Center
of the CT Association of Schools



presents



Media Relations and Crisis Communications

A workshop on working
with the media and
communicating in a crisis

May 12, 2003

Library Media Center
Jonathan Law High School, Milford

Funded by:

*The Institute for Teaching and Learning
of the Connecticut Principals' Center*

The CT Principals' Center . . .

is pleased to offer Connecticut school administrators the opportunity to participate in an interactive media relations workshop with nationally recognized media personality **Ann Baldwin**. Participants will learn critical skills which will prepare them for dealing with the media and for delivering accurate, effective messages, especially at times of crisis.

Ann Baldwin

. . . has spent more than 15 years in the TV news business as an anchor/ reporter for television stations across the country, including NBC-30 in Hartford. She has received an award for the best television personality from The Advocate's *Best of Hartford* Reader's Poll and was recognized by the Hartford Business Journal as one of Hartford's *Top 40 under 40*. Ms. Baldwin has co-authored numerous articles on the benefits of media marketing, published in the *Connecticut Business Magazine* and the *Hartford Business Journal*. She also hosted her own weekly radio talk show on WTIC AM 1080 in Hartford.

DATE: May 12, 2003
TIME: 2:30-5:30 p.m.
LOCATION: Jonathan Law H.S., Milford
COST: \$15 (for CAS members)

.3 CEUs will be awarded



COMPLETE NOTEBOOK OF HANDOUTS WILL BE GIVEN EACH ATTENDEE

If you have any questions, contact Karen Packtor at the CAS office: kpactor@casciac.org

~ MEDIA RELATIONS ~

Workshop

2:30-5:30 p.m.

1. Television & Newspaper Newsrooms

- Organizational charts
- Daily procedures
- Deadlines

2. Interviews

(Attitude+Behavior+Candor=CREDIBILITY)

- Practical pointers
- Being interviewed
- Interview formats
- Preparing for media interviews
- Things you never say in an interview
- Ten characteristics of a good answer

3. Press Conferences

4. Communications Preparation

5. Your key message —

The best way to get it out

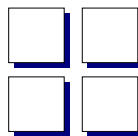
6. Media Relations

7. Personal Style —

First impressions are forever

8. Crisis Communications

- Strategies - take control / prevent panic
- The surprise media visit
- Getting your message out during a crisis
- Media reporting forms



The Connecticut Principals' Center

Media Relations & Crisis Communications

May 12, 2003

REGISTRATION FORM

(please duplicate as needed)

Name: _____

Position: _____

SS# for CEUs: _____

School: _____

Address: _____

School Phone: _____

Cost (includes refreshments and materials):

- CAS members \$15.00
- Non-members: \$30.00

Check one of the following:

" Check enclosed (make check payable to: CAS)

" PO # _____ enclosed

" Visa " Master Card

Card Number: _____

Expiration Date: _____

Signature: _____

NOTE: Registration will be limited to 30 participants (first-come, first-served)

Please **fax** by April 28, 2003 to:

Karen Packtor, CAS

fax: (203) 250-1345

Register on-line at: www.casciac.org