



HOW Great Leaders LEVERAGE MEDIA RELATIONSHIPS



JAN 10 2023



9:00 – 11:00 AM



CAS
30 REALTY DRIVE
CHESHIRE CT 06410

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Today's leaders face a variety of challenging situations, some of which may attract media attention. In this session, we hope to empower building leaders with strategies for success in navigating timely and effective communication, including interactions with the media.

Participants will engage with a panel of experienced district leaders as well as reporters from television and print media to discuss branding your school in a positive light, strategically communicating with the media, building skills to handle important media interviews, and understanding how to interact with the media during crisis management.

Facilitator

JOHN HOLT, MEDIA DIRECTOR, CAS-CIAC

LEN BESTHOFF
NBC30 REPORTER

ALISON CROSS
COURANT REPORTER

DR. ALEXANDRA ESTRELLA
SUPERINTENDENT, NORWALK PS

BRIDGET COMPAGNO
DIRECTOR OF COMMUNICATIONS AND MARKETING, RSD 18

JESSE SUGARMAN
DIRECTOR OF COMMUNICATIONS, HARTFORD PS

Panelists