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

"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)
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.

1. Television & Newspaper Newsrooms
   a. Organizational charts
   b. Daily procedures
   c. Deadlines

2. Interviews
   (Attitude+Behavior+Candor=CREDIBILITY)
   a. Practical pointers
   b. Being interviewed
   c. Interview formats
   d. Preparing for media interviews
   e. Things you never say in an interview
   f. 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
   a. Strategies - take control / prevent panic
   b. The surprise media visit
   c. Getting your message out during a crisis
   d. Media reporting forms

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: kpacktor@casciac.org

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