

Communications in Troubling Times

NJSBA Fall School Public Relations Forum

Thursday, September 30, 6:30 to 9:30 p.m.

(registration/light refreshments, 6 p.m.)

Rowan University, Glassboro

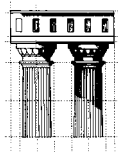
From difficult contract negotiations to negative news coverage, the variety of communications challenges facing local school districts is broad. A recessionary economy and volatile political climate underscore the need for a sound, rational approach to crisis communications.

Attend NJSBA's Fall School PR Forum to learn about:

1. Principles of crisis communication
2. Strategies for communicating during emergency situations
3. Methods to communicate during difficult contract negotiations

Registration Fee:

\$50 (NJSBA members) • \$100 (non-members)



Credits: 1

Core Area for CBM: Relationships, School/Community Relations

Core Area for MBM: Relationships, School/Community Relations

Core Area for CBL: None

Communicating During Negotiations

Learn how and when it is appropriate to tell the community about the content of negotiations, strategies to effectively address union statements to the news media, and how a district should communicate about employee job actions. Drawing on NJSBA's extensive resources in collective bargaining and negotiations law, this session will focus on ways to keep the public informed without jeopardizing the negotiations process.

The Principles of Crisis Communication

Whether you represent a corporation facing a product recall or a school district experiencing a school bus accident, your response during an emergency affects your organization's clients, its mission and its credibility. Faculty of the Rowan University College of Communications will provide an overview of the principles that should guide a school district when communicating in a crisis situation.

Case Study: Out of Context and Going Viral

Someone edits down an hour's worth of video into a three-minute snippet, places it online and *voila*...you've gone viral! See what happened to a South Jersey school district when a segment from a four-month-old video of a student rehearsal appeared online one day, resulting in network news crews descending on the school...and hundreds of angry telephone messages. Learn how school officials handled the situation and what they learned from the experience.



The 2010-2011 \$2000 NJSBA Service Credit may be applied towards the Public Relations Forum. Visit www.njsba.org for more information.

To register complete the coupon below and fax to (609) 278-5280.

Cancellation Policy: A fee of \$25 will be charged for cancellations made within 10 working days of the program.

Cancellations made within 72 hours and no-shows will be charged the full fee. For possible program cancellations due to inclement weather, call 609-392-2000.

Please register me for NJSBA's **Fall School Public Relations Forum**, Thursday, September 30, 2010, 6:30 to 9:30 p.m. (registration/light refreshments, 6 p.m.), Rowan University, Glassboro.

Members: \$50 per person

Non-members: \$100 per person

Bill Board (Voucher enclosed)*

Payment enclosed (Make check payable to NJSBA)

Do you wish to apply your service credit? (*Applies to regular member school districts only*) Yes No

NAME: _____ TITLE: _____

DISTRICT: _____ COUNTY: _____

ADDRESS: _____

PHONE: (h) _____ (b) _____

FAX: _____ E-MAIL: _____

RETURN TO: New Jersey School Boards Association, Call Center, 413 W. State Street, P.O. Box 909, Trenton, New Jersey 08605-0909 or FAX: (609) 278-5280

*If you wish to be billed and a voucher is required for your records, please send it with your registration to avoid duplication. Travel directions will be provided when your registration is confirmed.