



# NJSBA's School Public Relations Program

## Communicating in Good, Bad and Normal Times Friday, June 2



**Date:** Friday, June 2

**Time:** 9 a.m. - 3 p.m.

\*Breakfast and lunch will be served.

**Location:** NJSBA Headquarters  
413 W. State Street, Trenton, NJ  
08618

**Member Price:** \$99

**Board Member Academy Credits:** 3

Spots very limited - don't let this opportunity pass you by! Register now and view the agenda by visiting: [bit.ly/SchoolPR-2023](https://bit.ly/SchoolPR-2023)

Registration of school board members and other district staff that have been reported to NJSBA through the completion of the district census form may be completed online, but only by the school business administrator who must attach a scanned copy of the purchase order with the registration.

Join us on **Friday, June 2**. Sessions include:

### **Facing the Media: On-Camera Training on Speaking During a Crisis**

*Presenter: Tom Slater, formerly the risk communications*

*director at the New Jersey Department of Health, and a nationally known trainer in crisis communications.*

In this unique session, participants will be given a mock crisis scenario. They will need to work in teams to prepare for video interviews. After recording, their videos will be critiqued for feedback to help them improve.

### **Panel Discussion: Engaging Your District's Parents**

*Panelists: Kia Bergman, director of communications, West Windsor-Plainsboro School District; Paul Brubaker, director of communications, Paterson School District; and Chanta L. Jackson, communications coordinator, Asbury Park School District.*

Parents are vital education partners for schools. In this session, school communication professionals will address parents' needs, messaging, social media, language barriers, and crisis communication.

### **Cresskill's Perfect Storm: Communicating with the Community through COVID, a Flood and a Bond Referendum**

*Presenters include: Laura Bishop, Laura Bishop Communications; Dr. Peter Hughes, superintendent; Dawn Delasandro, business administrator; Denise Villani, board president; Mary Klein, board vice president; and John Massaro, school principal.*

After extensive flooding closed the middle/high school in September 2021, the district needed to pass a referendum to restore the school. In this session district staff, board leaders and the communications firm that assisted Cresskill discuss this challenging process.

### **Strategies to Help Bridge Divides: Braver Angels**

*Presenter: Cindy Mullock, N.J. state coordinator, Braver Angels.*

Braver Angels, founded in 2016, brings people of diverse political beliefs together to understand and communicate effectively. Through workshops, debates, and community engagement, it fosters learning, alliances, and a more harmonious civic culture.

### **Program Sponsor:**



**CRITICAL RESPONSE GROUP**

**For questions regarding this program, please contact Janet Bamford at [jbamford@njsba.org](mailto:jbamford@njsba.org)**