School Public Relations Institute

Workshop program

October 17-18, 2002 Country Inn and Suites by Ayres Costa Mesa, California

Sponsored by the California School Public Relations Association



Communicating Leadership — Essex East

1:45 - 3:15 p.m. Impass Communication

Tom DeLapp, president, Communication Resources for Schools

One of the most trying times in any school district is when labor relations break down during negotiations and the unions gear up for a strike. In this workshop, veteran school communications consultant Tom DeLapp will share his experiences and expertise as communications counsel and spokesperson for dozens of school districts grappling with strikes and impasse in negotiations.

3:30 - 5:00 p.m. Communicating No Child Left Behind John Lyday, APR, senior counsel, Jackson, Jackson & Wagner, Exeter, NH

No Child Left Behind is sometimes derisively described at *No District Left Unconfused*. The federal legislation has left many districts wondering just what is expected of them and has presented communications challenges for all districts. Unfortunately, there are lots of questions and far too few answers. John Lyday will present information about NCLB and facilitate an interactive discussion about the communications implications of the legislation. Come prepared to ask questions and discuss your district's experiences with NCLB so we can learn from one another.

Communicating Professionals — Living Room

1:45 - 3:15 p.m. The Practicalities of Developing a Key Communicator Group

Anita Alpenfels, director of public information and community services, Moore County (NC) Schools

John Lyday, APR, senior counsel, Jackson, Jackson & Wagner, Exeter, NH

We've all heard about key communicator groups, but how do we get them going? This workshop will provide the "whys" of a key communicator network along with practical information on how to get started from a school district just two years into the process and a public relations consultant who helps districts put key communicator groups to work. You'll learn how to set up a network so that it is manageable, how to draw out feedback as part of the network, and how to use data gathered. Anita Alpenfels and John Lyday will share nuts-and-bolts techniques that are easy and cost-effective, even for the one-person PR office.