

Join us on April 18, 2006, 9AM - 12PM at Intermediate Unit 1,

One Intermediate Unit Drive

Coal Center, PA 15423

Continental breakfast  
and lunch included  
Participants will receive  
three Act 48 hours

Other workshops in  
the series include:  
More than Just a Website!  
Focus on Community Relations!

# Revised New Date: April 18, 2006

## Making the Media work for YOU!

**M**uch of what people know about a School District comes from news reports. Your district deserves the best possible media coverage. As a result, developing and implementing an effective Media Relations Strategy for your district is vital to your communications plan.

*Featured Speaker:*

### **David M. Mastovich, Massolutions**

*David M. Mastovich, President of Massolutions, a Pittsburgh based strategic planning and public relations firm, has held senior level strategy and PR positions with University of Pittsburgh Medical Center (UPMC), Duquesne University and Monongahela Valley Hospital. Mastovich has a track record of crafting and implementing strategic programs that increase awareness and 'get the word out' to key target audiences. Mastovich has led the turnaround of radio stations from 'worst to first' in the ratings through strategic PR and marketing. He has also developed and implemented Crisis Communications Plans for global organizations and various school districts. His strategies have enabled companies to reach key constituencies with the right message at the right time.*

### **Topics Include:**

- Obtaining positive coverage for your district
- Crisis Communication Strategies
- What you should and shouldn't say to the media
- Deciding who the best spokesperson is for each situation
- Developing positive story ideas and media pitches

Workshop participants can register online at:  
[www.solutionwhere.com/iul](http://www.solutionwhere.com/iul)

Should you have any questions, contact Patricia Hazen, Public Relations and Resource Support Specialist at 724 938 3241 ext. 235

Registration is \$50 per session