

Your School District Needs

More than Just a Website!

Join us on:
May 4, 2006 9 AM - 12 PM
Intermediate Unit 1
One Intermediate Unit Drive
Coal Center, PA 15423

*Continental breakfast and lunch included
Participants will receive five Act 48 hours*

Learn how to:

- Turn your website into an effective public relations tool
- Generate community interest in the great things happening in your district
- Develop an eye catching homepage that conveys your image
- Eliminate unnecessary bells and whistles

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.

Workshop participants can register online at:

www.solutionwhere.com/iul

**For questions, contact Patricia Hazen, Public Relations
and Resource Support Specialist at 724.938.3241 ext 235.**

Registration is \$50 per session.

***Other workshops in the series include: [Making the Media Work for YOU!](#)
and [Focus on Community Relations!](#)***