

Media Training– School Leaders 2017

Media Training for School Leaders – 2017:

As part of our commitment to support school principals and school leaders when responding to the media, CEO Ballarat will run an interactive workshop to help leaders understand how the media operates when reporting news worthy events from schools.

These workshops will include advice and training about how leaders can prepare media statements, how to respond to the media during a crisis and how to provide positive news stories to media and develop positive relationships with journalists.

Who can participate?

Principals and school leadership team members.

How are the workshops structured?

A full day workshop from 9.30 am – 4 pm will be offered. The day will involve working with experienced journalists and media communications experts.

What is expected of participants?

- Plan their interaction with the media
- Undertake reflection on own practice

Location:

If we have sufficient numbers we will run the training in Warrnambool and Ballarat.

CEOB Commitment:

The CEOB will ensure that the presenters will deliver training that is in alignment with this overview and the goals that will be articulated more thoroughly as the workshop planning progresses.

The CEOB will manage the costs associated with the provision of this program.

Training Dates:

Mid-March 2016 – dates will be confirmed by the end of November.

Registration of Interest:

To be completed by 30th November 2016 - School Leaders interested in this workshop are asked to express interest through the PD and Events calendar available [online](#).

Endorsement

Peter Kerwan

