



Council of the Great City Schools
1331 Pennsylvania Avenue, N.W., Suite 1100N
Washington, D.C. 20004

17th ANNUAL PUBLIC RELATIONS EXECUTIVES MEETING

July 7-9, 2017

**Hyatt Regency San Antonio Riverwalk
San Antonio, Texas**

Draft Agenda

Friday, July 7

6 – 8:30 p.m.

Dinner

Bohanan's Prime Steaks and Seafood

Guest Speaker

Robert "Bob" Rivard

Founder of The Rivard Report, nonprofit digital news site

Former Editor of the *San Antonio Express-News*

Saturday, July 8

7:30 – 10 a.m.

Registration

8 – 9 a.m.

Breakfast

9 - 9:15 a.m.

Welcome and Introductions

9:15-9:30 a.m.

PR Survey Highlights

9:30 – 10:30 a.m.

Retire the News Release – Hire the News Bureau!
(Cleveland Metropolitan School District)

10:30 -10:45 a.m.	Coffee Break
11 a.m.- Noon	Promoting Schools in a BIG Way with a SMALL Budget (Miami-Dade County Public Schools)
Noon –1 p.m.	Lunch
1 – 2 p.m.	A Thousand Words: Telling Our School Stories with Good Photography/Video (Des Moines Public Schools and Houston Independent School District)
2 – 2:15 p.m.	Refreshment Break
2:30 – 3:30 p.m.	Roundtable Discussions Between New/Junior Public Relations Executives and Senior/Veteran PREs
3:30-4 p.m.	Lessons Learned
4 p.m.	Dinner on Your Own

Sunday, July 9

8 - 9 a.m.	Continental Breakfast
9 – 10 a.m.	Competitive Marketing and Don't Let Your Resources Go (Austin Independent School District and Orange County School District-Orlando)
10 – 11 a.m.	Communicating to the Choir: Strategies to Improve Employee Communications (Metropolitan Nashville School District)
11 -11:45 a.m.	Round Robin Discussion on What's Working in <i>Your</i> Urban School District
11:45 a.m. – Noon	Wrap-Up
Noon	Meeting Adjourn
12:30 – 1:30 p.m.	Post-Meeting Lunch