



Council of the Great City Schools
1301 Pennsylvania Avenue, N.W., Suite 702
Washington, D.C. 20004

13th ANNUAL PUBLIC RELATIONS EXECUTIVES MEETING

July 5-7, 2013

**Manchester Grand Hyatt
San Diego, CA**

Working Agenda

Friday, July 5

6 – 8:30 p.m.

Dinner

Harbor House in Seaport Village
831 West Harbor Drive (walking distance from the Hyatt)

Welcome: Henry Duvall, Director of Communications
Council of the Great City Schools

Greetings: Linda Zintz, Communications Director
San Diego Unified School District

Sponsor: SchoolMessenger

Speaker Introduction: Tonya Harris, Communications Manager
Council of the Great City Schools

Speaker: Scott Lewis, CEO
Voice of San Diego, a nonprofit news operation

Saturday, July 6

7:30 – 10 a.m.

Registration (Manchester Ballrooms G and H, Hyatt)

8 – 9 a.m.

Breakfast (Manchester Ballroom D, Hyatt)

Sponsor: SchoolMessenger

9 - 9:15 a.m.

Welcome and Introductions (Manchester G & H, Hyatt)

- 9:15-9:30 a.m. **PR Survey Results:** Danyell Taylor, Communications Specialist
Council of the Great City Schools
- 9:30 –11 a.m. **Making Social Media Work Effectively for Your District**

Phillip Roeder, Director of Community Relations
Des Moines Public Schools

Andy Le, Social Media Coordinator
District of Columbia Public Schools

Heather Roach, Senior Communications Specialist
Anchorage School District
- 10:15 - 10:30 a.m. Coffee Break
- 11 a.m. - Noon **Influencing Opinions: Keeping the Focus on Student Achievement**

Linda Zintz, Communications Director
San Diego Unified School District
- Noon -1 p.m. **Lunch** (Manchester Ballroom D, Hyatt)

Sponsor: Schoolwires
- 1- 2:15 p.m. **Dealing with Crisis Communications**

Tom Waldman, Director of Communications and Media
Los Angeles Unified School District
- 2:15 -2:30 p.m. Refreshment Break
- 2:30 - 3:30 p.m. **Citizens on Patrol: How Fort Worth Addresses Safety Concerns in Our Elementary Schools**

Barbara Griffith-Moffett, Senior Communications Officer
Fort Worth Independent School District
- 3:30 – 4:30 p.m. **Brainstorming Session on Preparing for a Sea Change in Education – Common Core Standards**

Molly Rath, Director of Communications, *Facilitator*
Baltimore City Public Schools
- Dinner on Your Own**

Sunday, July 7

8 - 9 a.m. **Continental Breakfast** (Manchester Ballrooms G and H, Hyatt)

9 – 10 a.m. **Keeping Parents in the District Loop**

Julie Schultz Brown, Director of Communications/Marketing
St. Paul Public Schools

10 -11 a.m. ****Real-Time PR: How to Instantly Engage Your Community and Connect with Constituents Now***

David Meerman Scott, Marketing Strategist and Author

Sponsor: Schoolwires

11-11:45 a.m. **Round Robin Discussion on Communications Issues**

11:45 a.m. – Noon Wrap-Up

Noon Meeting Adjourn

12:30- 1:30 p.m. **Lunch with David Meerman Scott (RSVP required)**
Roy's Restaurant San Diego Waterfront at San Diego Marriott
Marquis & Marina
333 W. Harbor Drive (walking distance from the Hyatt)

Sponsor: Schoolwires

*David Meerman Scott to be available for book signing