



The
Georgia School Public Relations Association

Staff Development
Manual

“The Voice for Public Education in Georgia”

The Georgia School Public Relations Association

Staff Development Manual

Total PR Program Planning

Elizabeth Ackerman Contact Information: Work (404)763-6834
Exec. Director, Info. & Community Relations Fax (404) 763-6853
Fulton County Schools E-mail ackerman@fulton.k12.ga.us

Session format: Participatory workshop

Session length: 1hr/half-day/full day

Session fee: \$300./half-day; \$500./full day;\$500./multiple days plus expenses

Working with the Media

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RACE to the Message

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Establishing and Maintaining Your Superintendent's Credibility

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Working with Diverse (Minority) Communities

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Fulton County Schools		E-mail	ackerman@fulton.k12.ga.us

Session format: Participatory workshop

Session length: 1hr/half-day/full day

Session fee: \$300./half-day; \$500./full day;\$500./multiple days plus expenses

Television and Schools

Lawrence Mink	Contact Information:	Work	(912) 765-8548
Community Affairs Director		Fax	(912) 765-8619
Bibb County Public Schools		E-mail	N/A

Describe the importance of television (commercial) and school system television (educational, Non-profit) to the public school system.

Session format: Participatory workshop

Session length: 1 hour

Session fee: expenses

Successful Media Relations

Tim Callahan	Contact Information:	Work	(404) 292-7233
Director of Public Relations		Fax	(404) 292-8640
Prof. Assoc. of Georgia Educators		E-mail	JTCallahan@mindspring.com

A lecture or half-day participatory workshop on the essentials of good media relationships and effective communication. The workshop includes practice interviews and critique.

Session format: Participatory workshop and lecture

Session length: 1 hour (lecture)/half-day (participatory)

Session fee: \$1,000. to \$1,500.