



Media Training Workshop for School Administrators and Communication Directors

Sharpen Your Media Skills this Fall
at the ESC of Northeast Ohio



Tuesday,
September 30, 2025



ESC of Northeast Ohio
6393 Oak Tree Blvd, Independence, OH 44131



Morning Session: 8 a.m.-Noon
Afternoon Session: 1-3 p.m.

Join us for a dynamic, hands-on workshop designed to strengthen your media relations expertise. Learn directly from seasoned journalists and communication leaders how to craft impactful messages, deliver confident interviews, and navigate tough questions with poise. From mastering sound bites to avoiding common pitfalls, this event will prepare you to represent your district effectively in any media situation.

Topics covered: Crisis Communication & School Safety, Building a Strong Partnership with the Superintendent, Proactive vs. Reactive Communication, Managing Social Media & Digital Communication, Best Practices for Positive Media Coverage, Lessons Learned from Past Media Challenges, Engaging with Parents & Community Members, Balancing Transparency & Confidentiality

Participate in the morning session, afternoon session, or stay for the full day of training:

Morning Session: 8 a.m.-Noon



Featuring ...

Dick Russ, long-time
Cleveland TV personality

8 a.m.	Registration/Light Breakfast
8:30 a.m.	Keynote by Dick Russ: Understanding the Media Landscape, Message Development, Interview Techniques/ Handling Difficult Questions
10 a.m.	Mock scenario discussions
10:20 a.m.	Practice interview skills on or off-camera
11:30-Noon	Key Takeaways / Q&A
Noon-1 p.m.	Break for lunch (not provided)

Afternoon Session: 1-3 p.m.

Featuring ...

**Local News Reporter/Assignment
Desk Editor**

1 p.m.	Presentation: Inside the Newsroom—How to Work with the Media and Tell Your School's Story: Navigate Media Interactions, Pitch Positive Stories, and Handle Crisis Communication
2 p.m.	Panel discussion with communication directors and administrators
2:45-3 p.m.	Key Takeaways / Q&A



To register, go to: www.escneo.org ► Professional Development ► Calendar of Events

For assistance, contact Shonte' Smith at shonte.smith@escneo.org or 216-901-4229.

For more information, contact Charlene Paparizos at charlene.paparizos@escneo.org or 216-524-3000.