

## AGENDA



# Leadership Oregon 2015

## Session 4 – Effective Communications

May 1, 2015

OSBA Offices – Salem, OR

### Friday, May 1

### Friday, May 1 Cont'd

8:00 a.m. Welcome and Introductions  
Renee Sessler, OSBA board development specialist

Round Robin: Student Achievement Successes  
Tricia Yates, OSBA director of communications

The Promise of Oregon: Communications Around Student Achievement  
Maureen Wolf, OSBA Board of Directors and Tigard-Tualatin School Board member; Tricia Yates

Keeping Your Communities Informed  
Tricia Yates

9:00 a.m. Communications for a Successful Bond Campaign  
Marcia Latta, Marcia Latta Communications  
Melissa Martin, The Nelson Report, Public Affairs Counsel

10:00 a.m. Break

10:30 a.m. Building Relationships and Working with the Media  
Rob Manning, reporter/producer, Oregon Public Broadcasting  
Jillian Daley, education reporter, Lake Oswego Review  
Justin Much, reporter, Salem Statesman Journal's Stayton Bureau  
Alex Pulaski, OSBA communications specialist

12:00 p.m. Lunch

1:00 p.m. Communicating Effectively Through Social Media  
Rachel Fleenor, OSBA marketing and social media consultant  
Jenne Garcia, executive secretary to the school board and superintendent, Woodburn School District

2:15 p.m. Break

2:45 p.m. Media Interviews  
Eric Schmidt, communications manager, Association of Oregon Counties  
David McGinnis, Capitol City Video, Inc.

4:00 p.m. Adjourn

6:00 p.m. Graduation Dinner (Conclusion)

