

WEST BEND JOINT SCHOOL DISTRICT NO. 1

Board Work Session

March 19, 2018

PRESENT: T. Larson, K. Schmidt, N. Justman, J. Ongert, M. Schmiede and T. Schmidt
(participated via tele-conference.)

OTHERS: L. Jackson, N. Kunkler

A work session on media training and communications of the West Bend Joint School District #1 School Board was held on March 19, 2018. The meeting was called to order at approximately 8:15 pm.

Mary Roberts of Buzz Monkeys Communications Firm gave a presentation and training for the board on best practices in effective media relations and communications.

After explaining the sheer amount of information shared every minute via many different sources and mediums, Roberts provided background information on how education is generally covered by the media. She then offered details on how each area of the media, i.e. newspapers, radio, TV, etc., cover education and school boards.

The board reviewed with Roberts the guiding principles of communication, including being honest, prepared, and proactive.

The board and Roberts reviewed in detail the updated West Bend Joint School District #1 Media Guidelines and then discussed their role as board members in working with media and communicating news of the board and district to the public.