



Ontario Catholic School Trustees' Association

January 6, 2022

MEMORANDUM

TO: Chairpersons and Directors of Education
- All Catholic District School Boards

CC: OCSTA Directors and Staff
Board Secretaries and Administrative Assistants

FROM: Patrick J. Daly, President

SUBJECT: **Media Training Concepts and Strategies for Catholic School Board Chairs – January 28th, 2022 – 10 a.m. – 12 p.m.**

The new year has begun not as expected but I hope each of you and the boards that you lead are doing well. On behalf of OCSTA, I would like to express our appreciation for your important leadership and dedication to the health and safety and well-being of the students and staff at your respective Catholic school boards.

As you continue to navigate these challenging and complex times in education and in the life of our province, we want to assist Catholic School Board Chairs in their important role as spokespersons on behalf of your school systems. To support you and assist Catholic School Boards in communicating and connecting with all of your external audiences/ stakeholders, OCSTA will be hosting a unique media training session for school Board Chairs.

We have secured highly recommended and experienced media trainer Irene Bakaric of MediaPrep. Ms. Bakaric has developed a media training session to address the particular needs of Catholic school board chairs whether experienced board spokespersons or recent in the role. This Seminar will be very similar to the media training session we offered to Chairs in 2020 – so if you missed that session, here is another opportunity to attend.

In keeping with current restrictions on face-to-face meetings, the training session for Catholic school Board Chairs will happen virtually using the Zoom video conferencing platform on Friday, January 28th, 2022 from 10:00 a.m. to 12:00 p.m.

OCSTA is offering this 2-hour media training session (with course material) at no charge to boards. Subsequent, small group or one on one virtual media coaching sessions are available upon request.

Please see REGISTRATION information on the next page.

MEDIA TRAINING CONCEPTS AND STRATEGIES FOR CATHOLIC SCHOOL BOARD CHAIRS

PRESENTED BY: Irene Bakaric of MediaPrep

WHEN: Friday, January 28, 2022

TIME: 10:00 a.m. to 12:00 p.m. (E.S.T.)

FORMAT: Zoom Live Video Conference

COST: No Charge

DEADLINE FOR REGISTRATION: January 25, 2022

REGISTER IN ADVANCE FOR THIS MEETING:

<https://us02web.zoom.us/meeting/register/tZYodeCgrz0vG9Ti5WbbJvsFkReiE4eChkoy>

After registering, you will receive a confirmation email containing information about joining the meeting.

Knowing how to communicate effectively in a media interview is a critical skill for anyone leading a public institution. In these challenging times, media training is both relevant and necessary. Communication through the media can be an effective way to share important perspectives and information with your key audiences.

This session offers timely insight on the newest media relations strategies to support both experienced and new school board spokespersons.

With appropriate media training and subsequent coaching, school board spokespersons can build the confidence and skills necessary to relay school board messages effectively in the media. This session will provide an important foundation for that goal.

The Trainer – Irene Bakaric

Irene Bakaric is the principal of MediaPrep, a media relations consultancy based in Toronto. She specializes in media training, crisis communications training and presentation training. She is an experienced, multilingual communications professional who helps clients in the public and private sectors develop their media strategies and skills.

Irene offers the insider perspective of a veteran broadcast journalist. Prior to founding MediaPrep, she accumulated extensive knowledge working as an investigative reporter, producer, interviewer and host on a variety of national news and current affairs programs.

Irene's insights and expertise ensure realistic solutions to media relations challenges. She offers solid counsel to help clients build their public image and maintain their reputation. She has worked with government, non-profit organizations and the research and scientific communities.