

REGISTRATION FORM

Deadline for registration is Monday, November 28, 2016. Sorry, no refunds for cancellations after November 28th.

Name(s) _____

School District _____

Phone _____

Email _____

COST

There is a \$10.00 charge for participants whose district is a 2016-17 WNYESC member.

Any district that is not currently a member may attend if they plan to become WNYESC members shortly thereafter.

FAX completed registration to (716)645-3840 or scan and email to wnyesc@buffalo.edu

This is a members only program.

Districts may send more than one participant.

Districts will be invoiced following the program.

DIRECTIONS

From the Southtowns:

Take the I-90E

From the Northtowns:

Take the I-90W

Exit at 52E

The Millennium will be
on your left.

or

use Mapquest for directions

Please note the breakfast and
program times for this event

*This program will be videotaped
and made available online
to all of our member districts*

WESTERN NEW YORK EDUCATIONAL SERVICE COUNCIL

Presents

“Crisis Management: What Can/Should I tell the Media- Making It Your Story”

Karl Kristoff, Esq.
Jeffrey Swiatek, Esq.
Hodgson Russ LLP



Thursday December 1st
8:30 a.m. – 10:00 a.m.

Millennium Hotel
2040 Walden Avenue
Buffalo, NY 14225

ABOUT THE PROGRAM

Sometime in the future – whether near or distant – a crisis *will* arise in almost every school district, and when it does, even the best educated administrator, who has spent a lifetime preparing to help children and manage people, can pale under the media spotlight. No amount of college training in education and no degree in educational administration could truly prepare a principal or superintendent for the real world of media relations. But today's changing community values, aging facilities, divided school boards, volatile employee relations, increasing taxes and children's issues, provide the kind of climate in which crises thrive. The way in which an administrator deals with the media will often result in how the public perceives an issue, the school board and the school district itself. The fact is, however, that few administrators are prepared to deal with the media, particularly in times of crisis. This workshop will provide the insights of two seasoned education lawyers about just what an administrator should do when the media come calling.

ABOUT THE PRESENTERS

Mr. Kristoff, as a Partner in the Hodgson Russ law firm, has engaged almost exclusively in both school law and public sector labor relations work for more than 35 years. He served on active duty with the United States Air Force as a Judge Advocate and Special Court Military Judge. Thereafter, he was appointed to various positions in the Air National Guard of the United States from which he retired with the rank of Major General. Among his honors/awards, he is the most recent recipient of the Council's Robert W. Heller Distinguished Service Award. He is a graduate of SUNY at Buffalo and Chicago's John Marshall Law School; and is admitted to practice before the United States Supreme Court and the federal and state courts in New York and Illinois.

Mr. Swiatek, also a Partner at Hodgson Russ, is currently the Chair of its Education Law Practice Group. For well over 20 years he has counseled school districts on a wide range of issues, including contract negotiations, budget and related financial issues, purchasing and competitive bidding, policies and procedures, employee discipline, construction and real property matters, as well as provided representation before the Commissioner of Education, State Attorney General, Public Employment Relations Board and the courts. He previously served as Special Assistant to Senator Daniel Patrick Moynihan in Washington DC and as a Councilman for the Town of Cheektowaga, a municipality with approximately 90,000 residents. He is a *cum laude* graduate of Canisius College and received a Juris Doctorate from the University Of Virginia School Of Law.

PROGRAM

8:30 a.m.	Breakfast
9:00 - 9:45 a.m.	Presentation
9:45 - 10:00 a.m.	Q & A

WHO SHOULD ATTEND

This program would be highly beneficial to:

- School Superintendents
 - District Administrators
 - Building Level Administrators
 - Board of Education Members
- (by Superintendent invitation)