

**Topics that may be covered during the 2010-11 Talking Points season include:**

*If there is a subject that you are particularly interested in let us know so we can factor it into the schedule.*

- **Personnel issues** (sexual misconduct, pornography, cheating, embezzlement, lying, leadership changes, removing a principal, etc.)
- **Facilities and environmental concerns** (health hazards, defects, changing bond commitments, etc.)
- **Student performance** (test scores, academic achievement, Program Improvement, achievement gap, etc.)
- **Emergencies and crisis management** (disasters, lock downs, accidents, demonstrations, pandemics, shootings, missing children, etc.)
- **Time management** (techniques to maximize your time)
- **Communication planning** (communication audits, strategic communications, crisis communications, Reputation Management)
- **Explaining your budget and finances** (school closures/openings, budget cuts, using advisory committees, etc.)
- **Labor negotiations** (handling disruptive union tactics, getting your message out during tough contract talks)
- **Public engagement** (key communicators networks, surveys, strategic listening, study circles, public forums, etc.)
- **School Board meetings** (difficult public comment sessions, televised meetings, board member protocols on relationships and conduct, staging better staff presentations, etc.)
- **Community support groups** (foundations, grants, community coalitions, Speakers Bureaus, etc.)
- **Media relationships** (handling hard-nosed reporters, working with editorial boards, understanding the new media, dealing with Internet critics and bloggers, etc.)
- **Research** (getting answers to educational questions; resources and reference sources)
- **Communicating across the cultural divide** (how to reach diverse audiences)
- **Keeping it Legal** (Brown Act, political activities, media access rights, privacy rights, records access, etc.)
- **Message Mapping** (reaching Generation X parents, new communication tools and techniques, targeting your message to groups like realtors, faith community, business leaders, community organizations, etc.)