



# BOARD SERVICE ACADEMY

March 26th  
9:30a–12:30p

621 Ridgely Avenue  
Suite 300  
Annapolis, MD

Online registration available  
at [mabe.org](http://mabe.org)

Registration fee: \$75.00

**Cancellation / No-Show Policy**  
Cancellations received less than 24  
hours prior to the session, and  
registrants who do not attend,  
will be charged a  
\$35.00 administrative fee

# TELLING YOUR STORY

Based on the National School Board Association (NSBA) publication, *Telling Your Story, A Communications Guide for School Boards*, this session will explore ways to counteract the negative messages that are prevalent in the media and communities today.

MABE Director of Communications, Jackie Weisman, and Director of Board Development, Molly Young, will explore communication and public relations techniques that will enable you to ‘tell your story’ of how your board is making a difference, how your district is improving student achievement, and why public education matters in your community.

*Publication included in the cost of the session.*

