

FOR AUSTRALIAN SCHOOL LEADERSHIP TEAMS

My PR Partner Schools Program

Take your school's communication, reputation and crisis readiness to the next level

A 12-month online PR training program built exclusively for Australian school leadership teams. Principals, executive leaders, communications staff and crisis response teams learn together, so your whole school speaks with one confident voice.

- ✓ Elevate your school's brand, image and positive media profile
- ✓ Manage negative issues effectively and turn challenges into opportunities
- ✓ Protect and strengthen your school's reputation across every channel
- ✓ Build deeper trust with parents, staff and the wider school community
- ✓ Be prepared for, and confidently navigate, any major issue or crisis

Training, resources and support, every single month for a year

This is not a passive video library. Each month, your entire team gets everything they need to build trust, handle issues and communicate confidently to parents, staff, media and the community.

1

Training video + workbook

A new training module each month, with a workbook designed for team discussion. Built to go deeper over time.

2

Practical resource

A downloadable tool every month: checklists, templates, policies and playbooks you can adapt to your school the same day.

3

Fortnightly Spotlight email

Short, sharp, timely insights to keep the ideas alive between modules, including examples from Australian schools.

4

Interactive Q&A

Bring your specific school circumstances to a monthly Q&A with Lyall and the expert panel. Real advice for your real situations.

Your month-by-month school program

Every month delivers a training video, a workbook, a practical resource, a fortnightly Spotlight email and an interactive Q&A. The 12-month path is grouped into four quarterly phases. (Topics are current at this time but are subject to change and some modules may be substituted during the 12 months.)

Phase 1: Foundations (Months 1 to 3)

Build the mindset and spot the risks

1

MONTH

Having a PR mindset: Intentional communication that builds ongoing trust

Resource: Communications tips for all staff

2

MONTH

Understanding vulnerabilities: spotting your school's "sliding doors" moments before they escalate

Resource: The essential reputation checklist for schools

3

MONTH

How to deal with allegations, with Tim Sterne (Basalt Solutions)

Phase 2: Brand, media and social (Months 4 to 6)

Get on the front foot

4
MONTH

Elevate your school brand: Become the school of choice through free positive publicity

Resource: Template media releases

5
MONTH

Handling media enquiries and interest: protect your school when the media comes knocking

Resource: Template media policy

6
MONTH

Doing social media well, with a social media specialist expert

Resource: Social media tips

Phase 3: Crisis ready (Months 7 to 9)

Ready for the hardest days

7
MONTH

Being crisis ready: Lyall Mercer with input from Melissa Agnes (Crisis Ready Institute)

Resource: Crisis communications guide for schools

8
MONTH

School board and governance risks, with Tim Whincop (Vocare Law)

9
MONTH

Dealing with tragedy: Lyall speaks to Dan Brown, Principal of Emmanuel College

Resource: Checklist to navigate tragic events

Phase 4: Mastery and application (Months 10 to 12)

Sharpen and apply

10
MONTH

Hot button issues: Red flag issues that schools get wrong, and how to get it right

Resource: Hot button briefs for independent and faith-based schools

11
MONTH

Q&A month: the biggest questions and scenarios from program participants

12
MONTH

Media training for your spokespeople: the art of a great school interview

On call all year, so your spokespeople are media-ready whenever you need them.

Learn from Australia's leading school PR and education specialists

Lead presenter is Lyall Mercer, supported by a panel of guest experts covering their specialty area of expertise.



Lyall Mercer

Lead presenter | Co-founder, My PR Partner | Lead Strategist, CRC Public Relations

Former journalist with a 25+ year PR career spanning six continents. Lyall has guided Australian schools, charities, associations, businesses and governments through crisis moments and reputation-building campaigns for 25+ years.



Tim Sterne

Month 3 · Director, Basalt Solutions

Former teacher and police detective. Tim is an independent ethics and integrity specialist for Australian and New Zealand schools, and a leading voice on handling allegations with due process and minimised reputational risk.



Tim Whincop

Month 8 · Director, Vocare Law

School governance and law specialist. Tim leads the Month 8 session on school board and governance risks, drawing on years of advising Australian charities, ministries, and independent and faith-based schools.



Melissa Agnes

Month 7 · Founder, Crisis Ready Institute (USA)

Globally recognised authority on crisis communication and crisis leadership. Author and creator of the Crisis Ready® Model, presenting exclusively through My PR Partner in Australasia.

Plus conversations with serving school principals and specialist social media, PR, reputation, legal and safeguarding experts.

Every enrolment includes

- ✓ 12 months full access for your leadership team
- ✓ 12 monthly training videos and team workbooks
- ✓ 12 monthly practical resources and templates
- ✓ Fortnightly Spotlight email for your school
- ✓ Monthly interactive Q&A with Lyall and the expert panel
- ✓ Crisis Ready® input from Melissa Agnes (Month 7)
- ✓ Guest-led modules with Tim Sterne and Tim Whincop
- ✓ Spokesperson media training (Month 12)

Choose the level of support that fits your school

Every level includes the full 12-month training program. Support and Partner add hands-on PR assistance and crisis-readiness from the CRC Public Relations team.

Train Level Team training and resources \$440 monthly instalment · ex GST Annual subscription — pay monthly or upfront	MOST POPULAR Support Level Training plus on-call PR support \$840 monthly instalment · ex GST Annual subscription — pay monthly or upfront	Partner Level Full PR partnership with media training \$1,340 monthly instalment · ex GST Annual subscription — pay monthly or upfront
Inclusions tailored specifically for schools: ✓ Monthly training video + workbook ✓ Monthly practical team resource ✓ Spotlight emails ✓ Interactive Q&A ✓ Bonus training and resources	Train Level PLUS: ✓ The essential reputational & vulnerability checklist for schools ✓ Issues & crisis communications planning 'templates and tips' for schools ✓ One hour crisis planning consultation ✓ On-call PR or issues & crisis management assistance (6 hours) ✓ Access to special PR consultancy rates (for extra work if required over and above these inclusions)	Train Level PLUS: ✓ The essential reputational & vulnerability checklist for schools ✓ Issues & crisis communications planning 'templates and tips' for schools ✓ One hour crisis planning consultation ✓ Personal, ongoing phone, email & Zoom PR support (20 hours) ✓ Comprehensive, personalised online half-day media training ✓ Access to special PR consultancy rates (for extra work if required over and above these inclusions)

Give your whole school team one confident voice this year

Enrol your school today and start the 12-month program that has helped Australian independent and faith-based schools build trust, protect reputation and lead through the hardest moments.

Enrol your school

myprpartner.com/programs/schools