



DEPARTMENT OF COMMUNITY RELATIONS/
COMMUNICATIONS

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Thursday, May 1, 2008
6:00 P. M.
MUM Thesken Hall Rm. 107

MINUTES

ATTENDANCE:

Chris Fiora, Marcia Andrew, Debbie Alberico, Helen Hassler, Jill Mellon, Merrell Wood

- I. Called to Order by Debbie Alberico at 6:00 PM
- II. Introductions
- III. Approved Minutes from April 17 meeting
- IV. Old Business
 - a. **Reviewed** goal set by committee: Increase amount of positive communication about Middletown City Schools to be disseminated in a variety of ways.
- V. New business
 - a. Celeste Davis checking on availability of outdoor advertising medium. She is still checking on prices
 - b. Merrell Wood submitted ideas for image slogans for billboard campaign

i. **LOVE LEARNING?**
Middletowncityschools.com

LET'S CHAT!
Middletowncityschools.com

WANT ANSWERS?
Middletowncityschools.com

WE'RE RESULTS ORIENTED!
Middletowncityschools.com

WE CREATE OPPORTUNITY!
Middletowncityschools.com

LIFE LONG LEARNING!
Middletowncityschools.com

WE WANT YOU!
Middletowncityschools.com

WE'RE HAPPY – WHEN YOU'RE HAPPY!
Middletowncityschools.com

LET'S TALK!
Middletowncityschools.com

WE WANT – WHAT YOU WANT!
Middletowncityschools.com

WANT STAR POWER?
Middletowncityschools.com

WE BUILD FUTURES – ONE AT A TIME!
Middletowncityschools.com

WE CARE TOO!
Middletowncityschools.com

WANT RESULTS?
Middletowncityschools.com

- c. Debbie is redesigning web site to be a marketing tool
- d. Helen suggested that the committee find volunteers to help in the communication office. Rob suggested committee members be the volunteers. Debbie would like the committee form a network of communicators to pass along positive communication.
- e. Debbie presented a Key communicators network concept

Excerpt from National Schools Public Relations Association “The Importance of Key Communicators in a School’s Public Relations Program” *When things happen — good or bad — in your school system, most people unconsciously look to others’ opinions to help shape their own. They may not listen to you. After all, as part of the school system, you are expected to present the best possible image. Parents and others may not listen to your enemies because they realize they have a grudge against you. They will, however, listen to the people they respect — people who have standing in their little corner of the world.*

A Key Communicators Network, made-up of those leaders, is the cornerstone of a good school public relations program. When the network is kept informed, it becomes your advocate in good times and bad. Its members are the people leading the discussions in the grocery checkout line, the civic club meetings, church socials, and dinner parties. Most of the negative feelings about public schools are based in misinformation. A Key Communicators Network provides an opportunity to get your message on the street.

A Key Communicators Network is a loose-knit panel of opinion leaders who can shape community perceptions. Establishing an effective Key Communicator network has three parts:

- Identifying the individuals*
- Getting them on board, and*
- Finally, keeping them in the loop.*

Debbie will share good news with committee members who will in turn share with their network.

VI. Adjournment 7:00 PM