COMMUNICATIONS STRATEGY & MEDIA POLICIES
What triggers a press release?

Who speaks on behalf of the district and under what circumstances and how often?

Policy on who can say what and represent who?

When is it ok for a board member to say something to the media?
SUSD COMMUNICATIONS STRATEGY

STAKEHOLDERS

Community
- Volunteers
- Community Members
- Scottsdale Residents
- All Stakeholders

Parents
- Current and Prospective Families

Employees
- Classified
- Certified
- Administrative

Media
- Magazines
- Newspapers
- Television
- Radio
- Other
## Marketing

**Web advertising, print, social media, Google AdWords, mailers**

*Frequency: Daily*

## Crisis Communications

**Web, Social Media, Emails, SMS, Robocalls**

*Frequency: As Warranted*

## Community

- Community Members
- Business Leaders
- Volunteers
- Retirees
- All Other Stakeholders

## Web Posts

- Announcements, page updates
  - *Frequency: Daily*

## Social Media

- Twitter, Facebook, Nextdoor, Instagram, YouTube, Periscope, LinkedIn
  - *Frequency: Daily*

## Public Events

- SUSD Showcase, Ultimate Playdate, A2SciTech, Parada del Sol, All City, MLK, Charros Foundation, BUSS, Backpack Event, E3 Expo, etc....
  - *Frequency: As Warranted/Annual*

## Tour Requests

- School website form data
  - *Frequency: Varies*

## Annual Report

- Frequency: Annual

## Advertising / Sponsorship

- Revenue generating
  - *Frequency: As Warranted*

## Superintendent Letter

- Frequency: Monthly

## Video Messages

- Superintendent Messages
  - Video highlights
  - *Frequency: Quarterly/As Warranted*

## Governing Board Updates

- Meeting documents, audio/video
  - Celebrations
  - *Frequency: As Warranted*

## Advantage

- Full saturation District Mailing
  - *Frequency: Bi-Annual*

## Media

- Press Releases
- Media Calendars
- Columns/Articles
  - *Frequency: Monthly/As Warranted*
PARENTS

COMMUNITY CONNECTION
- Informational e-newsletter about SUSD happenings
  - Frequency: Monthly

SCOTTSDALE PARENT COUNCIL
- Meetings with SPC regarding SUSD topics
  - Frequency: Monthly

PARENT MARKETING COMMITTEE
- Representatives from SUSD, site marketing and communications
  - Frequency: Monthly

PARENT SURVEY
- Feedback on SUSD performance and quality
  - Frequency: Annual

CRISIS COMMUNICATION
- Web, Social Media, Emails, SMS, Robocalls
  - Frequency: As Warranted
## Employees All

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<thead>
<tr>
<th>Category</th>
<th>Communication Channels</th>
<th>Frequency</th>
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<tr>
<td>Crisis Communication</td>
<td>Web, Social Media, Emails, SMS, Robocalls</td>
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<td>Employee informational e-newsletters with SUSD happenings</td>
<td>Monthly</td>
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<td>Site Staff Meetings</td>
<td></td>
<td>Monthly</td>
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</table>
EMPLOYEES
CLASSIFIED

CLASSIFIED VOICES
• Frequency: Quarterly

CLASSIFIED CONNECTION
• eNewsletter with classified employee information
• Frequency: Monthly

1,200 EMPLOYEES
EMPLOYEES CERTIFIED

PULSE OF THE DISTRICT

• Frequency: Monthly

All Certified Employees

TEACHER TALK

• eNewsletter with certified employee information
• Frequency: Bi-Monthly

1,450 EMPLOYEES
PRINCIPAL MEETING

- **Frequency:** Monthly

All Admin

ADMIN INBOX

- **eNewsletter with administration information**
- **Frequency:** Weekly

175 EMPLOYEES
Media

Media Calendars
- School and District events
  - Frequency: Monthly

Newspaper Articles
- Nearby News
  - Frequency: Monthly

Commentaries
- City Sun Times
- Scottsdale Independent
  - Frequency: Quarterly

Media Releases / Advisories
- Frequency: As Warranted

One size does not fit all

100% Student-Centered
A 100% Shared Vision

May contain any combination of the following choices:
- Traditional School
- Foreign Language Immersion
- STEM & STEAM Education
- Fine & Performing Arts
- Early College & Career
- Science & Technology
WEATHER – RELATED & EMERGENCY CLOSINGS
SCHOOL & DELAYED OPENING

Delayed Opening
If the Superintendent decides to delay the opening of school, the police and the local broadcast media will be notified, requesting that they assist in disseminating the information.

All staff members will report to their assigned schools to assist in the supervision of students.

School Closing
If the Superintendent decides to cancel classes for the day, the police and local broadcast media will be notified and asked to assist in disseminating the information.
KD
PUBLIC INFORMATION
AND COMMUNICATIONS

The Superintendent has the responsibility of keeping the public informed as to the purpose, goals, and progress of the educational program. Accuracy and reliability in this area are essential, reliability, and leadership in this area will develop confidence and understanding, creating better relationships between the District and the community. All school personnel are responsible for good public relations.

All written communication to the media and in written notices, bulletins, newsletters, etc., must be approved at the appropriate level as noted below:

- Items of communication such as the above that originate from a school for distribution to the school community and matters pertaining to students are to be approved prior to release. Matters that pertain to an individual school are to be approved by the principal prior to their release.

- Items of communication such as the above that originate from a school or from other District departments that are for general community distribution must be submitted for approval by the Superintendent or designee prior to their release.

This policy is not intended to interfere with the responsibility of District personnel to communicate directly with the parents or legal guardians of a particular student in areas affecting that student's progress at school. It is intended to ensure that prompt, reliable, and accurate information is released to the parents and patrons of the District.

Adopted: June 9, 2015

CROSS
KHC Distribution/Posting of Promotional Materials

REF:
Publications issued by and in the name of the schools of this District shall reflect a high quality of editorial content and format. The exercise of appropriate economy in materials and production is expected as long as the main purpose is not jeopardized.

Articles circulated or submitted for publication by District employees that were created by the employee in the course and scope of his or her employment, must be cleared by the Superintendent or the Superintendent’s designee.

Adopted: June 9, 2015

LEGAL REF.: Copyright Act of 1976
The Board recognizes its responsibility to provide information to the community and actively seeks to establish a good working relationship with local news media.

To promote a positive relationship between the District and the media, the Board shall provide information to the media concerning the programs and activities of the District as well as matters pending before the Board.

Adopted: June 9, 2015

CROSS REF.: KDC - School-Sponsored Information Media
All communication with the news media for the purposes of seeking or arranging news coverage, providing official statements from the District, or responding to requests from the news media shall be channeled through the office of the Superintendent or designee.

Adopted: June 9, 2015

CROSS REF:

OFFICIAL STATEMENTS
NEWS COVERAGE

KDDA ©
PRESS RELEASES, CONFERENCES, AND INTERVIEWS

KD – Public Information and Communications
KDC - School-Sponsored Information Media
QUESTIONS OR DISCUSSION?

COMMUNICATIONS STRATEGY & MEDIA POLICIES