



PR & COMMUNICATIONS CONSULTING PROPOSAL FOR PROSPECT HEIGHTS SCHOOL DISTRICT 23 REFERENDUM

PROVIDED BY: President of Kustra-Quinn Communications, Writer & Editor
SUBMITTED TO: Dr. Don Angelaccio, Superintendent of Prospect Heights School District 23

Overview

This is a proposal for PR and communications consulting, services and support for District 23's potential referendum campaign in Winter-Spring 2025. Jenny Quinn will partner with the District to develop an effective and engaging outreach plan, then write and disseminate messaging to help ensure the community is informed about the urgent financial needs of the District and the plan for placing a referendum with a reduced ask on the ballot in April 2025.

Scope of Work

1. Develop a communications plan and calendar outlining District outreach regarding the referendum from January through the election on April 1, 2025.
 - Work completed: December/January
2. Make messaging recommendations to the District and develop an updated key messaging document outlining priorities, building and programming needs, financial requirements, referendum request and schedule of community meetings. Content for newsletter, postcard, social media, etc. would be pulled from this document.
 - Work completed: December/January
3. Coordinate with superintendent on writing of letter that would be mailed to community to explain urgent needs and announce referendum decision and plan.
 - Work completed: After Board decision in December
 - Distribution: Early January
4. Write draft social media posts and items for District and individual school newsletters and emails; develop content calendar to guide posting/inclusion (District to handle posting and any graphics).
 - Work completed: January (with updates as needed)
 - Posting: January through March
5. Plan, write, design and coordinate production of a communications piece (most likely a postcard) that would be distributed at events and could also be mailed to all residents.
 - Work completed: January
 - Distribution: Early February and ongoing
6. Plan, write, design and coordinate production and mailing of District 23 spring newsletter.
[Newsletter is included here for sake of the timeline. But it is an existing project that is already budgeted for and not part of the fees/quote.]

- Work completed: February
 - Distribution: Mid-March
7. PR: Develop a press release and press materials, pitch media contacts and secure coverage, coordinate any press opportunities, post stories on Daily Herald and Patch, monitor for and report coverage to District. PR outreach to focus on the District's urgent needs and the referendum, as well as promotion of any meeting or event dates.
 - Work completed: January through March, as needed
 8. Consulting re: messaging and outreach, including review of presentations, website, etc., as requested.
 - Work completed: December through March, as needed

Fees/Invoicing

- Retainer of \$5,300 for 3 ½-month partnership (approx. \$1,500/month)
- Invoicing in mid-February and at conclusion of project
- Consultant fee is \$120 per hour, with estimated hours including but not limited to:
 - Development of plan/calendar and key messaging, general consulting – 11-13 hours
 - Writing of superintendent letter – 3 hours
 - Writing of social posts/newsletter items, development of content calendar – 9-11 hours
 - Planning, writing and coordination of communications piece (postcard) – 8-10 hours
 - Media outreach, submission of stories, coordination/reporting of coverage – 9-11 hours

*Graphic design fees for postcard billed separately.

Conclusion

Thank you for the opportunity to continue partnering with you in communicating this important information to the District 23 community. Please let me know if you have questions about this proposal.

Jenny Quinn, President, Kustra-Quinn Communications
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Oct. 11, 2024

Jenny Quinn & Kustra-Quinn Communications

Jenny Quinn is a veteran writer and strategic communications and public relations professional with extensive corporate and consulting experience. As president and founder of Kustra-Quinn Communications, Inc., she specializes in the development and execution of communications and PR strategies and programs for business, education and non-profit clients. She is also an accomplished writer and editor, editing publications and writing for magazines, newspapers, social media and high-profile individuals.

Kustra-Quinn Communications provides PR and communications consulting, as well as writing and editing services. Jenny has partnered with a diverse roster of clients, elevating them using storytelling and writing

skills, as well as media knowledge and contacts, to achieve significant coverage and impressions. Clients have included the Chicago Blackhawks, Mad Science, Loyola University, Tequila 1349, Chicago History Museum, Grant Park Music Festival, Hands of Peace and school districts in Prospect Heights, Mount Prospect, Northbrook, Villa Park and Antioch. Jenny also writes articles, columns, blogs, speeches, presentations, biographies, nominations, book chapters and key messaging for organizations, executives, philanthropists and other leaders. In addition, she is a part-time account director/senior writer at award-winning PR firm Mekky Media Relations, where she has publicized and written for organizations such as the American Library Association, Illinois Office of Tourism, Abt Electronics, Center for Enriched Living and Susan G. Komen Chicago.

Previously, Jenny was vice president of communications/business development for Travel Film Productions, leading PR and social media for national PBS show “Family Travel with Colleen Kelly.” Before launching her business, she worked in communications for Tribune Company, the Chicago Tribune and Sears, Roebuck & Co.

Jenny has received six awards from the National School Public Relations Association, including Awards of Excellence for Publications/Digital Media and Golden Achievement Awards for Exemplary PR. The agency she has consulted with for eight years, Mekky Media, has received many national honors, including a PR News Top 100 Agency Elite Award.

Jenny lives in the Chicago area and holds a B.A. in Journalism and Political Science, with a Spanish minor, from Indiana University. She is the proud mom of three boys and has volunteered with many organizations, including PAWS Chicago, which she serves as a Development Board member, and the Prospect High School Marching Knights, which she serves as communications chair.