



PROPOSAL FOR COMMUNICATIONS AND PUBLIC RELATIONS CONSULTING FOR PROSPECT HEIGHTS SCHOOL DISTRICT 23

Overview & Goals

This is a proposal for communications and public relations consulting for Prospect Heights School District 23 during the 2023-2024 school year – specifically the production of a District newsletter twice a year and periodic PR and media outreach. The goal is to use the newsletter and media relations to educate the public, build awareness of the important role the District and its schools play in the community, and encourage support for District initiatives. This will be accomplished by creating engaging content and sharing it with the newsletter audience (D23 residents) and targeted media outlets/contacts in an accurate and timely manner. The newsletter will be published in late fall and early spring. Media relations efforts will occur as needed, as opportunities are identified by Dr. Don Angelaccio and the communications consultant.

Scope of Work

Newsletter – Develop schedule and content list in coordination with administration; interview sources and conduct research; write stories, headlines and captions; obtain/select/edit photos and graphics; determine story and photo placement and design pages; proofread; solicit approvals; make revisions and finalize for production; coordinate production (prepress, printing and mailing).

PR and Media Outreach – Promote the District and schools through public relations efforts, including:

- Researching outlets, cultivating new contacts and refining consultant’s media list to ensure appropriate local media are targeted so outreach has the best possible chance of success.
- Following District 23’s online and social media presence and working with District administrators and the schools to identify stories and news that warrant media outreach.
- Developing timeline and plan for outreach.
- Gathering information and images from District and school contacts, as well as online sources; developing and writing pitches and/or press releases, obtaining approvals, pitching targeted media and following up. Coordinating any interviews, press visits and coverage, and providing media with information and images as requested.
- Writing articles and/or turning press releases into articles and posting on/submitting to the Daily Herald, Patch and other media that accept submissions.
- Monitoring media for earned coverage and reporting it to administrators. Preparing Media Coverage Report and sharing with District at least twice a year.
- Acting as a media spokesperson as needed, assisting with crisis management if needed.

News/stories that could be pitched to media:

- Fall Fest on Sept. 8
- D23 response to full-day kindergarten state mandate
- Potential spring '24 referendum
- New social studies curriculum, civics and service component
- Expanded school day for elementary students
- New administrators and/or School Board members

Some stories that are pitched could be based on newsletter content, with stories and images repurposed for media outreach.

Fees/Invoicing

1. Communications Consultant
 - a. Fee: \$100/hour, monthly invoicing
 - b. Newsletter coordination/editing/writing: 18-22 hours per issue, \$1,800-\$2,200 (estimated)
 - c. PR and media outreach: Hours to vary, depending on news that superintendent and consultant decide to pitch and depending on PR opportunities that arise
2. Graphic Designer
 - a. Fee: \$55/hour, invoicing upon completion of project
 - b. Design of newsletter: 9-12 hours, \$495-\$660 (estimated)
3. Newsletter Production
 - a. Printing/ mailing service \$3,295, postage \$1,309 – total \$4604 (estimated cost based on 2022-2023, update will be provided prior to fall issue)

Conclusion

Thank you for the opportunity to partner with you in elevating District 23 through creative storytelling and strategic media relations. Please let me know if you have questions about this proposal.

*Jenny Quinn
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