

## INTERNAL PUBLIC RELATIONS COMMITTEE

Minutes for October 28, 2010

Present: Paul Hoiriis (Chair, NMMS), Deirdre Conway (BES), Rebecca Chase (NMMS), Colleen Lane (DES), Monica Paiva (BHVS), Ruth Whittier (NRHS)

1. Mr. Hoiriis called the meeting to order
2. Mr. Hoiriis announced that Scott McCann from NHCS has graciously agreed to fill the roll of building rep for that school. We now have a rep from every school.
3. The minutes of last month's meeting were distributed and reviewed as well as the final report which summarized the results of the survey and made recommendations to the Superintendent.
4. The Committee defined its role as follows: "To collect information from the various buildings in our District and disseminate this information to the public using various media formats."
5. Ruth Whittier stated that she will be happy to assemble the information from the various buildings to put it into the *Record Enterprise's* "Talk of the Town" under the title "School Matters." She said she would do this for the *Bristol Town Crier* as well.
6. The Committee decided that the ground rules for sending print announcements to Ruth is as follows:
  - If it is announcement for an upcoming event at your school, please be sure it is open to parents or the public.
  - If you want to highlight a significant event that already happened (celebrating a success, etc.) it does not have to have been open to the public.
  - Please send the information typed in a Word document format, copy ready to [rwhittier@sau4.org](mailto:rwhittier@sau4.org).
  - You may submit information monthly, bi-weekly, weekly, whatever you feel is necessary or significant.
7. Mr. Hoiriis told the Committee about the recent pilot episode of "School Matters" on Channel 24. The Committee had some great ideas for various parts of the show to include the following:
  - Curriculum Corner (a teacher explaining the various math, reading, science programs to parents, etc.)
  - Money Matters (SAU/Board/Budget Committee)
  - Policy Corner (Paul asks Marie or Mary to explain new policies such as bullying, attendance, etc.)
  - Community Spotlight (highlight individuals in our community that support our students and/or schools)
8. Deirdre Conway has volunteered to lead the charge to make a "School Matters" banner for the TV tapings.
9. Rebecca Chase has volunteered to look into publishing our events in the Laconia papers.
10. The Committee suggested that Ken Darsney and possibly Scott McCann be the committee liaison to Sue Cross to publish "School Matters" on our website.
11. Deirdre Conway asked about radio spots (community announcements). Committee suggested giving turning that inquiry over to Jason Dudek and Eileen Magee.
12. PD hours recorded
13. November 18<sup>th</sup> set for next meeting date at NMMS in the LMC at 3:15 p.m.
14. Meeting adjourned.