

**Twin Rivers Communications Department  
Budget by Function**

<p><b>Crisis Communication Support</b>  <i>Revise district crisis communication plan</i>  <i>Respond to and manage media</i>  <i>On-site support as needed</i>  <i>Letters for families and staff</i>  <i>Call scripts for families and staff</i>  <i>Discussion points for families and staff</i></p>	<p>D 15%  S 5%  A 2%</p> <p>Phone contract  Printing</p>	<p>\$20,000.02  \$4,757.65  \$1,114.40</p>
<p><b>School Site Marketing and Promotion</b>  (New library openings, Auto Shows, Sports Health Academy fundraising, events)  School fact sheets and brochures  Event planning advice/assistance  Event photography and videography  Inspiring school banners</p>	<p>D 5%  S 20%  V 60%  A 12%</p> <p>Phone Contract  Printing  Materials</p>	<p>\$6,667.40  \$19,030.06  \$46,149.06  \$6,686.40</p>
<p><b>District-Wide Issue Communication</b>  (Project DREAM, budget, negotiations, free &amp; reduced lunch application drive, H1N1, school consolidation process)  Fact sheets and flyers  Discussion points  Powerpoint creation and design  Letter creation and review  Event marketing and planning  Automated Calls</p>	<p>D 20%  S 15%  V 5%  A 5%</p> <p>Phone Contract  Printing  Materials</p>	<p>\$26,669.60  \$14,272.95  \$3,845.80  \$2,786.00</p>
<p><b>Web Content and Development</b>  (Home page, Communications section, News items section, Events section, Spotlight section, Special web sections by issue, Fact or Fiction section, school site news sections)  Training for department web masters  Auditing of content  Video stories</p>	<p>D 5%  S 20%  V 5%  A 5%</p>	<p>\$6,667.40  \$19,030.60  \$3,845.80  \$2,786.00</p>
<p><b>Media and Community Relations</b>  Advisories and Releases  Write complete stories for community papers  Response to inquiries – average 3 per week  Press conference coordination</p>	<p>D 25%  S 5%  V 5%  A 12%</p>	<p>\$33,337.00  \$4,757.65  \$3,845.80  \$6,686.40</p>

3rd party flyer approval Community event booth coordination Charity drive marketing and support Business partner development Community group liaison	Printing Materials	
<b>Recognition/Morale Activities</b> Classified School Employees of the Year Program Coordination Teachers of the Year Program Coordination Annual Spring Neighborhood School Celebrations Annual Employee Welcome and Wellness Fest	D 10% S 20% V 10% A 39%  Printing Materials Awards	\$13,334.80 \$19,030.60 \$7,691.60 \$21,730.80
<b>Student Activities and Events</b> High school video contest Public speaking contest (5-8th grades)	S 5% A 10%  Printing Materials Awards	\$4,757.65 \$5,572.00
<b>Electronic Publications</b> Weekly eWag (Schedule at a glance) Biweekly Neighborhood Network Feed for newsletters Quarterly Around Twin Rivers enews Special issues enews as needed Digital Screens Electronic surveys	D 5% S 5% V 10% A 15%  Service Contract	\$6,667.40 \$4,757.65 \$7,691.60 \$8,358.00
<b>Print Publications</b> Annual Community Report creation, printing, and distribution Annual Student and Family Handbook (mandated) updates, printing, and distribution	D 5% S 5% V 5%  Printing	\$6,667.40 \$4,757.65 \$3,845.80
<b>Grassroots Media Program</b> Curriculum development Training Program ongoing support	D 10%	\$13,334.80