

## Key Communicator Network

### **What is a key communicator?**

A key communicator is a person, designated by the campus principal, who serves as the campus liaison between the campus and the district's Public Information Coordinator.

### **What are the responsibilities of a key communicator?**

The key communicator is the primary contact person for their campus with the district's Public Information Coordinator. The key communicators will not be expected to write stories or press releases. Their responsibility consists of gathering potential news items, making sure teachers are submitting a request for publicity for their events, and taking pictures when the Public Information Coordinator cannot be present. The Family Educational Rights and Privacy Act (FERPA) must be followed at all times. Each campus has a list of students whose "directory information" (i.e. names, addresses, photos) cannot be released per the parent or guardian's request. The Key Communicator will be responsible for ensuring that student information is on file before submitting to Public Information Coordinator.

### **Why do we need key communicators?**

Crandall ISD takes pride in our students and staff. District highlights build a strong line of communication and relationships with parents and the CISD community. Key communicators would serve a vital role in making sure the Public Information Coordinator knows about campus happenings. Key communicators are extremely beneficial when several things are occurring at the same time and the Public Information Coordinator is unable to attend an event.

# Crandall ISD Communications Procedures

## **Key Communicators:**

Each campus has at least one Key Communicator. Key Communicators are selected by the campus Principal and are chosen because they are an integral part of the campus' communication network. The Key Communicator is the primary contact person for their campus with the district's Public Information Office. The Key Communicator serves as the campus liaison between the campus and the district's Public Information Officer. Their help is essential with the submission of news stories to the media and district publications.

## **News Releases:**

News release information is welcomed and encouraged from all campuses and departments. Teachers and staff should send their newsworthy information to their Key Communicators. The Public Information Office will then prepare the story, arrange for photographs, and submit the news release to the appropriate media. Teachers and staff are reminded that news releases are only a request for publicity. Each media's publisher or producer reserves the right to edit any and all materials submitted.

## **Submitting News Release Information:**

If an employee is requesting coverage of an event at their campus or department, they should inform the Public Information Office at least one week in advance of the event. If a staff member is preparing a news item and providing photos for the Public Information Office, please include the following information: 1) person sending the news release; 2) possible headline for the news release; 3) details pertinent to the story; and 4) identification of all people in photographs.

## **Deadlines for Effective Media Coverage:**

The Public Information Office will need all news release information to assure proper submission to the CISD local papers. The Crandall-Combine Communicator newspaper needs articles no later than the 20th of the month at 12 p.m. Seagoville Suburbia's publication day is Thursday. Deadlines for articles, ads needing proofs and for insert reservations are each Monday at 12 p.m., Friday at 4 p.m. for full page ads, Monday noon for 1/2 page ads and smaller and Tuesday at 4 p.m. for reserved inserts to be in their office. The Kaufman Herald's deadline is Monday at 2p.m. for the Thursday paper. Your assistance as a key communicator will help provide coverage in the district's seasonal newsletter. The seasonal Newsletter is produced in July-August, October-November, January-February, and in May. Special issues may be released as needed. The Public Information Office will also distribute publicity to Dallas/Fort Worth newspapers and other regional media outlets when deemed appropriate.

## **Guidelines for Submitting Photos:**

Please submit digital photos only to the Public Information Office. Each campus has numerous digital cameras available for teachers and staff to use. Digital photos should be in JPEG format with a recommended dimension size of 640X480. Digital photos larger than 1024X768 require more time to download when sent using the district's electronic mailing system. It is also recommended to send photos of groups of people. Remember to check student/parental permissions.

## **CISD Employees and the Media:**

If a media representative contacts a Crandall ISD employee about a school-related issue, the employee is asked to inform their administrator immediately. The administrator should then contact Central Office and provide the name of the person representing the media, the reason for the call, and a telephone number for proper response.

## Contact Information

Kristin Reznicek, District Public Information Coordinator 972-427-6000  
x5840 Office

- **Martin Key Communicator**  
Tracie Crittenden  
972-427-6000 x5103
- **Wilson Key Communicator**  
Patti Brock  
972-427-6000 x5203
- **Walker Key Communicator**  
Diana Crow  
972-427-600x5403
- **CMS Key Communicator**  
Linda Cook  
972-427-6000x5603
- **CHS Key Communicator**  
Ann Tate  
972-427-8030
- **Alt. Center Key Communicator**  
Vicki Merciers  
972-427-6000 x5960
- **Athletics Key Communicator**  
Dawn Smith  
972-427-8227

## News & Announcements

### **General District Wide Email Distribution:**

Administrators and designated Key Communicators may request district announcements be sent by email distribution.

News items are to be sent to the Public Information Coordinator preferably by email. A signed video release must be signed on all news items that include student photos.

### **Crandall ISD Website:**

Website headlines will be not be posted by the webmaster unless students have a video release form on file. Key Communicators will need to ensure the video release form is on file with the campus when requesting news be posted online. Items to be posted to the website will only be accepted if requested by the Campus Administrator or the Public Information Coordinator.

Jan Person, Crandall ISD Webmaster- 972-427-6000 x5870