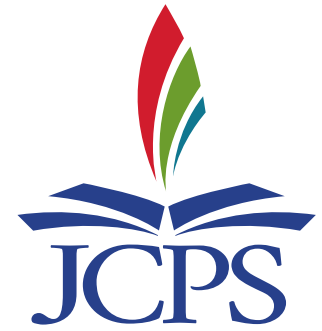


JCPS Communications Board Training

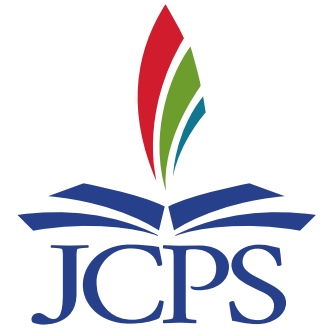
- Media Relations
- District Spokespersons
- Marketing
- Photography
- Videography
- Social Media
- Website
- Coordination of Publications
- Internal Communications
- Board Recognitions / Off-Site Meeting Planning



Louisville Media

- Four network-affiliated TV stations
- WHAS AM radio/Kentucky News Network
- Louisville Public Radio
- The Courier-Journal
- Number print and online publications (LEO, Voice-Tribune, Insider Louisville, Today's Woman, Louisville Magazine)

EXTERNAL COMMUNICATIONS UPDATES

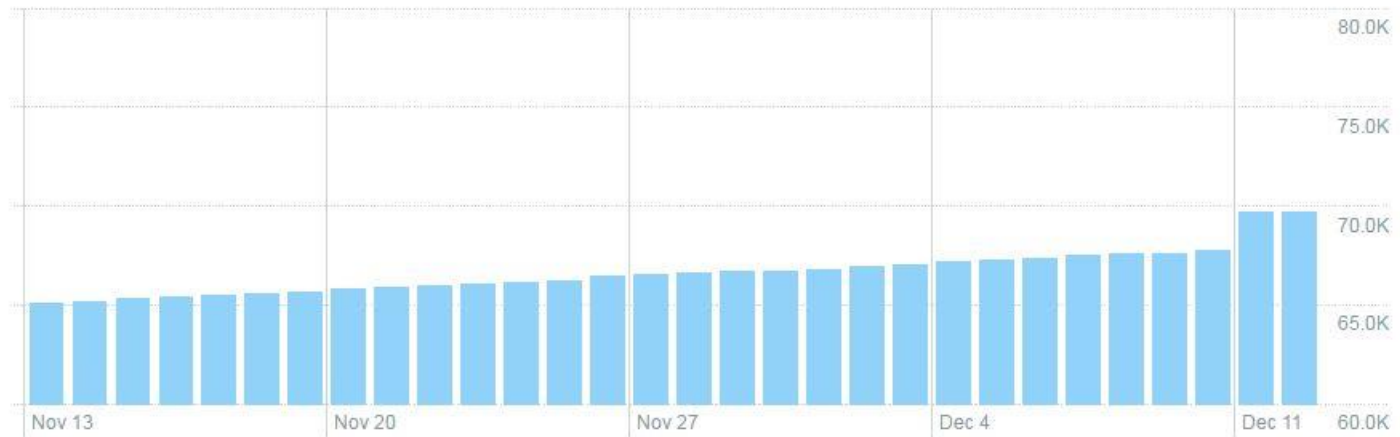


- Hired new team (Jennifer Brislin & Daniel Kemp)
- Reorganized Department (Open Records Coordinator)
- Launched new website
- Launched new JCPSKY app on Google & iTunes
- Increased social media presence on Facebook, Twitter & Instagram

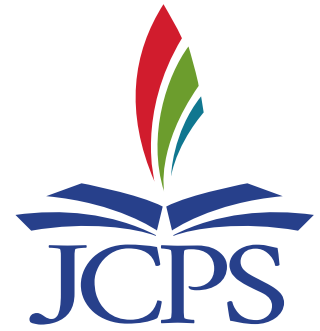
TWITTER ANALYTICS

Feb. 25 - @JCPSKY had 46,237 followers

Dec. 12 - @JCPKY had 69,730 followers



TWITTER ANALYTICS



From Aug. 15 – Dec. 2015

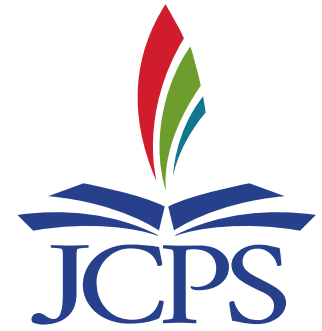
Average tweets per month – 99

Average new followers per month – 1,213

Average mentions per month – 1,315

Average impressions per month – 314,000

TWITTER ANALYTICS



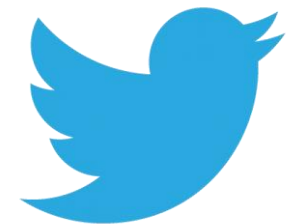
Feb. 2016-Nov. 2016

Average tweets per month – 231

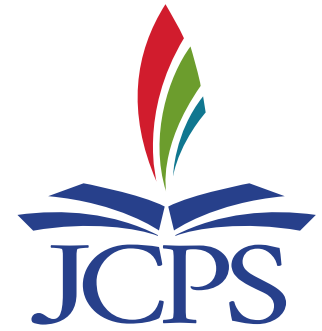
Average new followers per month – 2,654

Average mentions per month – 1745

Average impressions each month – 1.03M



FACEBOOK ANALYTICS



Jan 1. – JCPS had 20,595 likes

Dec. 12 – JCPS had 24,644 likes

*Gain of 4049 followers

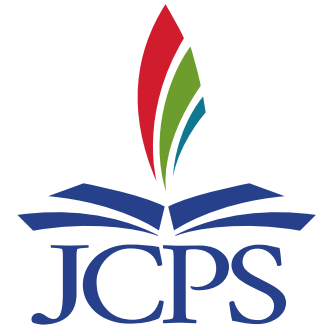




- # I Am JCPS



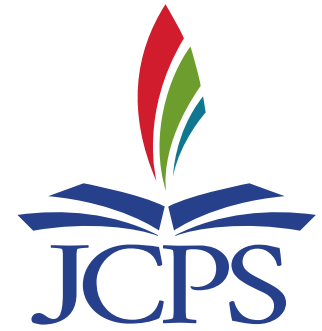
I AM JCPS



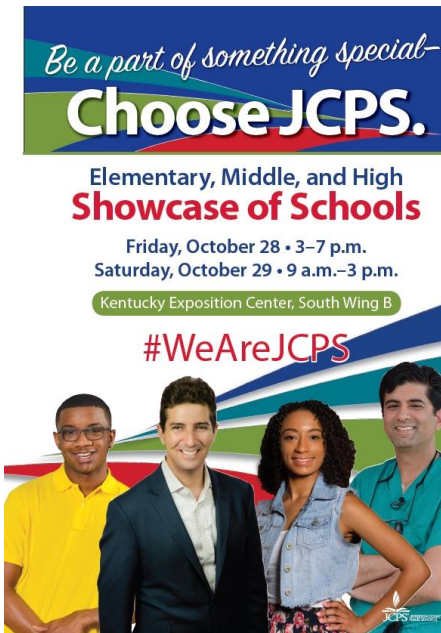
- Online videos to promote and recognize JCPS Employees.



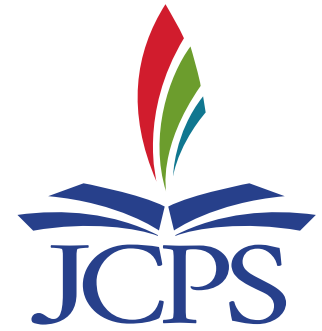
Choose JCPS



- New marketing plan for Showcase of Schools & JCPS registration
- Revamped “Choices” book



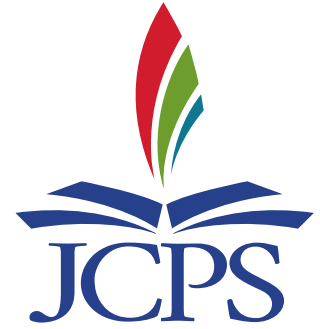
SUPPORT FOR SCHOOLS



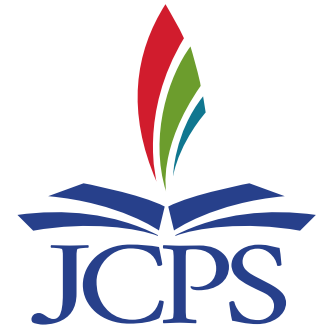
- Texas Roadhouse Partnership
- KFC Bus Driver of the Year
- New video tours of every school



INTERNAL COMMUNICATIONS



- New “Fast Five”
- Quarterly web conversations with Dr. Hargens
- Weekly wrap up of top stories
- Social media ambassadors
- Employee App
- Intranet

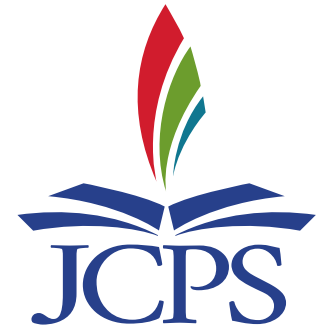


BEFORE THE INTERVIEW

- What is the purpose of the interview?
- You have a message.
- The message benefits JCPS policy, students and/or staff.

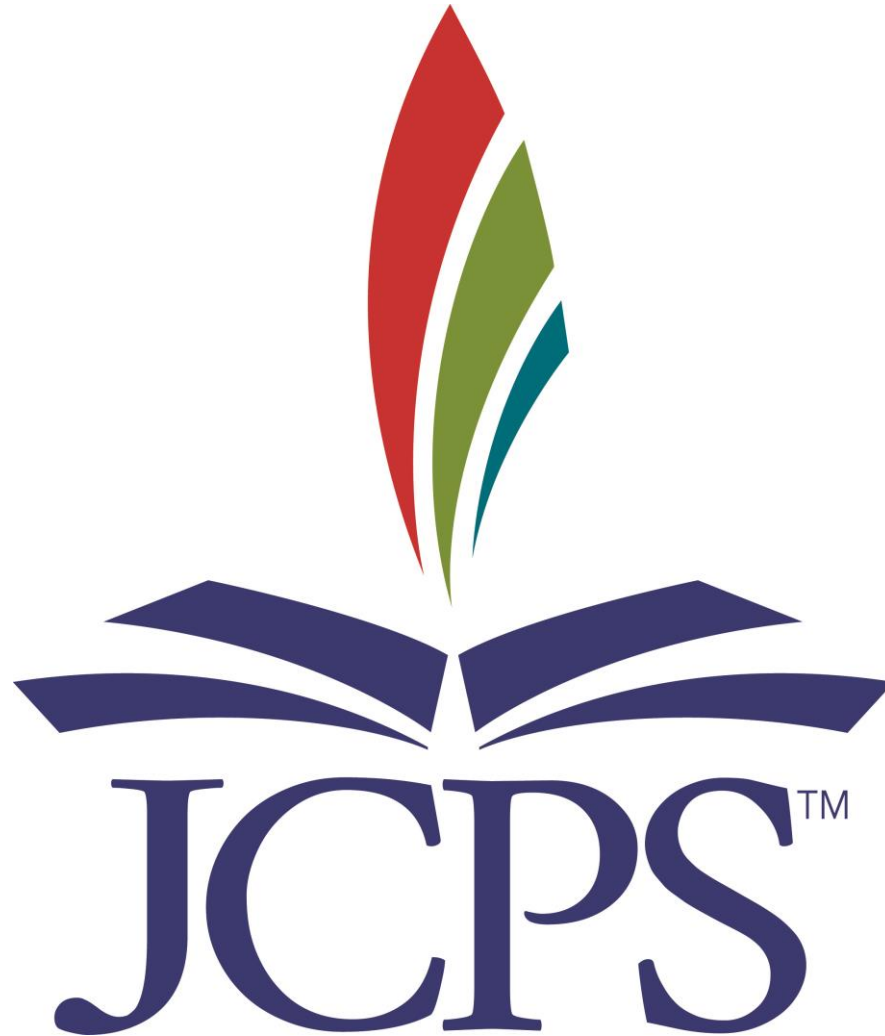
QUESTIONS TO ASK

- What is the story about?
- Who else is speaking with the reporter?
- What questions is the reporter likely to ask?
- Will the interview be live or taped?
- Will you be the focus of the interview or will the interview be included in a larger story?



WORKING TOGETHER

- You will get daily briefings from communications.
- Give communications a courtesy call before meeting with a reporter.
- Staff can provide context.
- Keeps district from being blindsided by a story.



JCPS Communications Department