



STRATEGIC PUBLIC RELATIONS COUNSEL AND SERVICES

NOVEMBER 16, 2021

C.P. BRUESTLE
communications

OVERVIEW

Erlanger-Elsmere Schools is an independent public school district serving approximately 20,000 people in the cities of Erlanger and Elsmere in Kenton County, Kentucky. The school district has approximately 2,400 students. The district's schools and centers are Lloyd Memorial High School, Tichenor Middle School, Arnett, Howell, Lindeman, and Miles elementary schools, Bartlett Educational Center, and the Early Learning Center.

Cindy Bruestle began working with the school district in early 2013 as a consultant for Rose Communications. As a member of the Rose Communications team, Cindy was integral in working closely with district leaders, faculty, and staff to develop a strategic plan for communications and to execute that plan through a printed newsletter (*Engage*), e-newsletter (*Engage*), brochures and handouts, press releases, social media, signage, meetings, and shared communications with news media, city leaders, the United Way, Children Inc., Kenton County Library, and many other community partners. The result has been positive "buzz" about the school district in the community, with genuine notice of the schools' achievement and its many offerings for students. In addition, the district has experienced a growth in student population and retained more middle and high school students living in the district since its partnership with Rose Communications to share its good news to the community. Cindy's work for the school district has been recognized by the Cincinnati PRSA, a chapter of the Public Relations Society of America, with the *Engage* newsletter winning an award as best external communications magazine in the Greater Cincinnati region.

The district has asked Cindy to continue a working relationship with Erlanger-Elsmere Schools, and she is honored and pleased to do so as C.P. Bruestle Communications.

C.P. Bruestle Communications is proud to offer the services of seasoned, senior-level professionals upon which Erlanger-Elsmere Schools has come to rely. Cindy Bruestle, president and founder, will work personally with Erlanger Elsmere Schools' leaders and staff to provide strategic public relations / community relations counsel and services. Other C.P. Bruestle Communications' associates, including experienced professional communicators, writer/editors, graphic designers, and marketing professionals, are also senior professionals with strong experience, a knowledge of education issues, and familiarity with the education community of Northern Kentucky.

The following pages outline information about C.P. Bruestle Communications, the ongoing plan to address Erlanger-Elsmere Schools' communications needs, and pricing.

| ABOUT C.P. BRUESTLE COMMUNICATIONS

C.P. Bruestle Communications stands on nearly 20 years of experience in communications, public relations, publications, special events, and public affairs. Our portfolio includes private businesses, public corporations, government agencies, and particular expertise in nonprofits and education.

A boutique agency, C.P. Bruestle assembles teams of experienced marketing and public relations experts, design professionals, and social media specialists to meet each client's individual needs. C.P. Bruestle Communications is 100% woman-owned and a limited liability company registered in Ohio.

| YOUR TAILORED TEAM

Cindy Bruestle has spent the past two decades providing award-winning communication services to a variety of businesses, organizations, and nonprofits throughout the region. With a talent for writing and a passion for education, Cindy has been integral in developing and producing the Erlanger-Elsmere Schools Engage e-newsletters and print publications.

Through her longtime work with Rose Communications, Cindy has excellent knowledge of the education community in Northern Kentucky as well as experience in the nonprofit area (including St. Elizabeth Healthcare). Previously, Cindy served as communications coordinator at Cincinnati State Technical and Community College. In this role, she managed the institutional brand, public-facing websites, and college publications; assisted with media and community relations; and coordinated institutional and fundraising events. She has provided communication services to a number of other nonprofit and educational entities as an employee, consultant, and volunteer.

A proud graduate of Miami University, Cindy has degrees in speech communication with a concentration in public relations and in English – Journalism. She also has achieved certification from the Institute for Social Media at Cincinnati State's Workforce Development Center. Cindy is a sustaining member of the Junior League of Cincinnati, having held a variety of leadership positions, and is active with Chi Omega Fraternity, for which she serves as a national volunteer. A native Cincinnati, Ms. Bruestle lives in Westwood with her husband, Matt, and their two young daughters, where she is actively involved in their school as PTA secretary and a Girl Scout leader.

Graphic designers, writer/editors, digital/web designers, professional photographers, and others also are part of the communications team that supports Erlanger-Elsmere Schools and are included on an as-needed basis.

| RELEVANT PROJECTS AND WORK

Cindy Bruestle has been an integral part of communication efforts for many clients across Northern Kentucky and the region. Recent endeavors include:

St. Elizabeth Healthcare

Communications counsel and services for a wide range of Foundation communications and events, including the campaign for the St. Elizabeth Cancer Center.

Dayton Independent Schools

Communications counsel and services to promote early childhood learning programs. Services have included a district-wide newsletter focused on early learning, brochures, logos, and special projects to promote early learning.

Kenton County Schools

Communications counsel and services to promote early childhood learning programs. Services include a district-wide newsletter focused on early learning, currently in production.

Toyota

Public relations/marketing services for Toyota Motor Engineering & Manufacturing North America, States to promote community engagement and community partnerships, notably its building donation to launch Boone County Schools' Ignite Institute.

Paul Hemmer Company

Public Relations and marketing counsel and services to enhance Paul Hemmer Company's reputation in construction services, real estate development, and property management.

Northern Kentucky Education Council

Public relations services to launch of the Navigo Scholars program and other programs. The NKYEC is the overarching organization in Northern Kentucky for the alignment of education initiatives.

Northern Kentucky Chamber Women's Initiative

Developed a website for the Outstanding Women of Northern Kentucky awards program and has managed communications and created all promotional materials for the program.

| OUR COMMITMENT TO YOU

We take pride in the relationships we have cultivated with the district administrators, faculty, and staff within Erlanger-Elsmere Schools and the level of engagement that allows us to achieve. We will continue to work closely with you and your own committed team to create communications and build relationships that achieve your goals and engage your key stakeholders.

Our approach is interactive and dynamic; we will remain strongly engaged in your work as new challenges arise, and new achievements are celebrated. We are honored for you to think of us as a part of your staff, part of your team, on-call, and as committed as you are.

We offer you the highest level of professional counsel. Cindy Bruestle will lead the development and execution of all work for the school district. We will personally work with you and the key members of the Erlanger-Elsmere team, bringing to your district decades of wisdom and expertise, a deep knowledge of the community and region, and established relationships with media and other influencers.

We will serve only a handful of clients at one time, so we can be wholly committed to serving each of our clients very well. All our work is done confidentially to ensure complete openness in communication. We are a strong partner, dedicated to helping you to meet your goals. We care about the success of Erlanger-Elsmere Schools.

| STRATEGIC PUBLIC RELATIONS

C.P. Bruestle Communications offers the school district a full range of integrative services – a “one-stop-shop” providing media relations, writing, graphic design, social media, professional photography and videography, and public relations/marketing expertise.

The key tactics we will implement in 2021 include:

- E-newsletters - written, produced & distributed monthly to parents, faculty, and staff
- Printed newsletters - written, designed, produced & mailed three times annually to every household in the entire community
- Press releases - distributed to all local media as needed
- Media relations - continued building of relationships with media
- Communications for city newsletters, alumni publication, and others
- Collaboration on new materials, such as brochures
- Frequent communication between C.P. Bruestle and district and school leaders
- Ongoing review with administrators of the district’s communication goals, needs, and communications materials

STANDARD PRICING INFORMATION

Public relations retainer

C.P. Bruestle Communications requires a retainer, due in advance, for media relations/public relations representation and consulting services.

Standard hourly rate

C.P. Bruestle Communications' consulting work is billed by the hour, at a professional rate of \$140 per hour for 2022.

Discounted rate

We are pleased to be able to provide Erlanger-Elsmere Schools a deep discount off our professional hourly rate. For 2022, your discount will be 7% off the standard rate. That discount sets a rate of \$130.20/hour for our professional services for you. The discount does not apply to other expenses such as printing, postage, etc.

Other costs

Postage and mail processing is billed at actual cost. Printing includes a 12% carrying charge. Professional photography is quoted separately.

Terms

Retainers are due in advance. Invoices for other costs are due in 25 days.

PROPOSAL WITH PRICING FOR ERLANGER-ELSMERE SCHOOLS

For Erlanger-Elsmere Schools, C.P. Bruestle Communications proposes a 12-month contract, commencing January 20, 2022, for professional communications/public relations services with a retainer of 33 hours/month at a discounted rate of \$130.20/hour.

Pricing estimate, based on a 12-month contract:

33 hours per month @ \$130.20/hour <i>7% discount applied</i>	\$4,296.60 / month
Cost of HTML email-newsletter service provider	\$99 / month
Estimated printing cost for 24-page 4-color newsletter: 2 at \$4,715 each	\$9,430
Estimated printing cost for 28-page 4-color newsletter: 1 at \$5,440 each	\$5,440
Estimated postage and mail processing cost: 3 mailings at \$950 each	\$2,850

| CONCLUSION

Below is an agreement for your signature.

Thank you for the opportunity to provide professional counsel and services to Erlanger-Elsmere Schools. It is truly an honor to work with the leaders, staff, and faculty of the school district and to help serve the students and families of Erlanger-Elsmere Schools.

Sincerely,



Cindy Bruestle
C.P. Bruestle Communications

| ACCEPTANCE OF AGREEMENT

This agreement is made and entered into December ____, 2021, between Erlanger-Elsmere Schools and C.P. Bruestle Communications for the 12-month period commencing January 20, 2022. With this agreement, Erlanger-Elsmere Schools has retained C.P. Bruestle Communications for public relations services under the terms and rates outlined in the above document.

Mr. Chad Molley
Superintendent
Erlanger-Elsmere Schools

Date



11/16/2021

Cynthia Phair Bruestle
President and Founder
C.P. Bruestle Communications

Date