

# Communications Protocols



## CMSD COMMUNICATIONS

CMSD COMMUNICATIONS is the hub of all internal and external communications in the Cleveland Metropolitan School District. In this busy office on the 18th floor at 1111 Superior Ave E, timely and effective communications is a team effort, and branding and quality control are the bottom line for materials produced to keep CMSD stakeholders informed, engaged and inspired.

This guide was created to assist staff in accessing and utilizing central office support in effectively publicizing and promoting District activities, events and progress and in effectively producing and disseminating information to internal and external stakeholders.

### MISSION AND GOALS

The mission of the Communications Office is to ensure CMSD news and information is distributed in a timely and effective way for all audiences. Utilizing multiple print and digital platforms, our goal is to attract, acquire and engage clearly defined and understood target audiences in the school community. Using brand journalism and content marketing strategies, protocols herein are established to ensure consistency of message, design and production of CMSD communications and to instill trust and confidence in the CMSD brand.

### BRAND JOURNALISM STRATEGY

Attracting and retaining community support for CMSD requires consistent delivery of accurate, relevant and useful information, including managing content for distribution in traditional and new media.

Our redesigned Communications Office focuses on owning media rather than relying on media to ensure timely and meaningful coverage of CMSD news and information through our own News Bureau.

CMSD is committed to ensuring a highly qualified team of writers and reporters to effectively produce and deliver news content through an increasing number of media platforms to keep stakeholders aware, informed and engaged.

### CONTENT MARKETING STRATEGY

The CMSD Marketing & Advertising Team is committed to ensuring families have information to make informed academic choices through every print and digital platform available. Our team supports principals and department heads with strategic planning, branding and marketing of their schools and services for target audiences with strict quality controls that protect, promote and instill pride in the CMSD brand.



# Communications Team

## CMSD COMMUNICATIONS OFFICE

The Communications Team provides Districtwide support for schools and departments through print, web, traditional, social and digital media, writing, photography, direct mail and distribution of news and information through print and digital formats.

## LEADERSHIP

**Roseann Canfora, Chief Communications Officer**, provides leadership, direction and strategic planning for CMSD Communications. As CMSD's chief communications and media strategist, she provides crisis communication support and serves the CEO's office as official CMSD spokesperson. Roseann oversees strategic and timely production of news and information in the CMSD News Bureau and ensures consistency of message, branding and quality control in marketing and advertising CMSD schools, events and initiatives.

Office: 216.838.0086 | Cell: 216.647.6072 | [Roseann.Canfora@ClevelandMetroSchools.org](mailto:Roseann.Canfora@ClevelandMetroSchools.org)

## CMSD NEWS BUREAU

**Thomas Ott, Director, CMSD News Bureau**, ensures that events, activities, strategic initiatives and District progress are publicized and promoted, and that communications tasks are prioritized, assigned, covered and completed on time. Tom assists the chief communications officer with strategic planning and media relations.

Office: 216.838.0041 | Cell: 216.543.8920 | [Thomas.Ott@ClevelandMetroSchools.org](mailto:Thomas.Ott@ClevelandMetroSchools.org)

## CMSD-TV

**Benn Draher, CMSD-TV Station Manager**, serves the District as Producer and Station Manager of CMSD-TV, managing studio production and weekly programming of CMSD news and information. He provides direction and focus for weekly newscasts and television programs to ensure timely and accurate dissemination of news and information about CMSD goals, initiatives and progress.

Office: 216.838.0093 | Cell: 216.543.9346 | [Benjamin.Draher@ClevelandMetroSchools.org](mailto:Benjamin.Draher@ClevelandMetroSchools.org)

**Shannon Kantner, Multi-Media Journalist**, serves the CMSD News Bureau as field reporter and anchor for CMSD-TV. She covers CMSD news and activities for broadcast on both cable and web outlets and supports departments and schools with video messaging for CMSD-TV broadcasts.

Office: 216.838.0096 | District Cell: 216.650.9957 | [Shannon.Kantner@ClevelandMetroSchools.org](mailto:Shannon.Kantner@ClevelandMetroSchools.org)



# Communications Team

## MARKETING AND ADVERTISING

**Bernadette Repko, Director, Marketing & Advertising**, directs the publications staff in writing, designing and producing print communications via newsletters, print & digital materials, signage, direct mail and school-community publications and oversees CMSD's Alumni & Community Relations efforts & website graphics. She assists the Chief Communications Officer with strategic planning for marketing and advertising.

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**M. Lynn Schroeder, Graphic Designer**, is responsible for graphic design and layout of internal and external CMSD print and web publications and provides conceptual support and expertise for CMSD branding and visual marketing.

Office: 216.838.0081 | Cell: 216.205.7364 | [Margaret.Schroeder@ClevelandMetroSchools.org](mailto:Margaret.Schroeder@ClevelandMetroSchools.org)

**Ed Blankenship, Marketing and Advertising Assistant**, assists the marketing and advertising team with designing and producing print and digital communications, and supports the marketing & advertising director with project management, visual marketing and quality control.

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## WEB & DIGITAL MEDIA

**Michael Goodill, Webmaster**, is responsible for developing and implementing District policies on digital communications and managing a full range of digital communication activities at CMSD. Mike serves the District as webmaster and lead trainer, assisting department and department- and school-based coordinators and website editors in keeping web pages current and informative.

Office: 216.838.0095 | Cell: 216.534.4950 | [Michael.Goodill@ClevelandMetroSchools.org](mailto:Michael.Goodill@ClevelandMetroSchools.org)

## COMMUNICATIONS SUPPORTS

**Eileen Simmons, Executive Assistant**, serves as Executive Assistant to the Chief Communications Officer and provides administrative support for staff in the CMSD Communications Office.

Office: 216.838.0092 | [Eileen.Simmons@ClevelandMetroSchools.org](mailto:Eileen.Simmons@ClevelandMetroSchools.org)

**Alisa Warshay, Spanish Translator & Interpreter**, translates written content from English to Spanish and provides interpreting services when needed, upon request.

Office: 216.838.0088 | [Alisa.Warshay@ClevelandMetroSchools.org](mailto:Alisa.Warshay@ClevelandMetroSchools.org)

**John Basalla, AV/Archivist**, archives digital video production for CMSD-TV communications and serves the District as archivist, responsible for historical archive acquisition, recovery and preservation of A/V and other materials of historic value to CMSD.

Office: 216.858.0629 | Cell: 216.701.4529 | [John.Basalla@ClevelandMetroSchools.org](mailto:John.Basalla@ClevelandMetroSchools.org)

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## WHEN MEDIA/REPORTERS CALL OR VISIT

Refer all media to Roseann Canfora, Chief Communications Officer.

## TO PUBLICIZE YOUR NEWS OR PROMOTE YOUR EVENTS

Requests for publicity or coverage of a CMSD event or activity should be submitted to Tom Ott who heads the busy assignment desk to reach stakeholders through:

- Writing/Reporting
- Newsletters
- Photography/Videography
- E-Blasts
- Website content
- CMSD-TV coverage
- Text Messages
- IVR messages
- Social Media

## TO MARKET YOUR SCHOOLS

To ensure quality and consistent messaging, all written material intended for distribution to CMSD's external or internal audiences must be initiated with, or developed in consultation with, the chief communications officer and director of marketing & advertising.

- Roseann Canfora, Chief Communications Officer
- Berni Repko, Director of Marketing & Advertising

## PROJECT REQUESTS

For all publications jobs, the Communications Request Form must be completed and submitted in order to initiate a project request. Go to [ClevelandMetroSchools.org/ProjectRequest](http://ClevelandMetroSchools.org/ProjectRequest). This required form starts your job folder and gets your request in the production queue!

## RECOMMENDED LEAD TIME FOR PRINT COMMUNICATIONS SUPPORT

2 weeks for posters, fliers, website banners, takeaway cards, etc

3 weeks for brochures, pamphlets, programs, booklets, post cards / mailings and other large projects

4 weeks for personalized items, i.e. table skirts, banners, signage, etc.

Requesters will be contacted to meet or phone conference with the Communications staff to discuss audience, timeline, messaging, branding, target goals, design/format, budget, volume, publicity and distribution of materials. After the consultation, final content, design, layout and method of distribution will be determined.

## INVOLVE CMSD COMMUNICATIONS AT THE START (NOT THE END) OF PLANNING

Don't bypass the FREE, internal professional support provided in CMSD Communications, as the planning meeting/conference can be done in 10-15 minutes or less! Given enough lead time, we can provide no-cost service, or if time constraints require referring your request to an outside preferred CMSD vendor, cost of service will be kept to a minimum.



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## QUALITY CONTROL & BRANDING OF PRINT MATERIALS

The Communications Office and requester will agree on a deadline for submission of information and completion of the project, and all agreements and signoffs will be communicated via email. Deadlines shall be observed, unless circumstances require a mutually agreed-upon extension.

### DO

- give as much advance notice as possible
- engage the marketing & advertising director and chief communications officer in the planning upfront to ensure support is provided across the Communications team, from advance publicity to promotion on the day of an event
- submit all content electronically in Microsoft Word only (Microsoft Publisher will be rejected)
- allow additional publication time if your project will require Spanish translation. There may be a cost involved for the actual translation of content.

### DO NOT

- pre-design or distribute pieces created in Microsoft Publisher or any other design program
- add art, text boxes, borders or any other formatting to the Word document
- submit content in uppercase letters; upper and lowercase only will be accepted as usable content
- hire outside writers, designers or printers without contacting CMSD Communications to ensure they are on the District's approved vendor list
- plan for, or engage, in direct mail of materials without contacting CMSD Communications
- order materials informally over the phone or in the hallway without the required consultation and submission of the needed request form
- call for support the day of, or the day before, an event without a good reason

