



# Effective Global Communications

## Marketing, Media, Production

### BACKGROUND

Overview on how to apply digital media for both Private and Public Schools.

- I. **Communication, Branding, Messaging:** All 3 streaming media tools are available to support our efforts to communicate with our community and our various constituencies.
  - What is more effective than **directly communicating** face to face with current parents and investors in our school?
    - ➔ Parents and funders would rather **Watch** than **Read** text that is boring and copy heavy.
    - ➔ Most of us would rather **Talk** than **Type**.
    - ➔ This communications platform would supplement our education and further distinguish CJDS
    - ➔ Create V Mail format for personalized interviews
      - ✪ Artist of the Week
      - ✪ Scholar of the Week
      - ✪ Athlete of the Week
  - As part of how CJDS communicates:
    - ➔ **PERSONALLY** thank our funders
    - ➔ **Distinguish** us in our recruiting efforts
    - ➔ Establish personal rapport
    - ➔ Enhance and strengthen current relationships
    - ➔ Ensure the exact same message, position or explanation is communicated.
- II. **FUND RAISING:** Not to replace face-to-face solicitations but the V Mails could play a critical role in a number of important areas.
  - **Pre-Disposing**
    - ➔ After multiple communications utilizing a personalized approach
    - ➔ Wisdom of the Heart communications about our fabulous auction items.
    - ➔ Asking people to think about their gift and commitment to the school before a meeting.

➤ **Special Guest Broadcast**

- ➔ Pay-Per-View fund raising. From the comfort of our homes we could log onto a Pay-Per-View broadcast of a special guest speaker – someone that our audience would pay to hear talk about topics of interest.

➤ **Showing and having funders experience our Impact**

- ➔ Selected clips from our classrooms and programs where we ask the recipient to click on a Graphic with a hyper-link to an embedded video clip that has emotional impact.
- ➔ Would this distinguish all of our grant proposals and support our fund raising work?

III. **INTERNAL COMMUNICATION:**

- Provide Senior School leadership the means to share their vision and work to create internal alignment on key challenges and initiatives.
- Weekly Broadcast from the School in either V Mail format or Live/Recorded Broadcast – or embedded into a News Letter
  - ➔ Begin to supplement text with something much more compelling and fun to watch.
  - ➔ The week in review and what is upcoming.
  - ➔ Important Calendar Updates.
  - ➔ Shining Light and attention on Parents, Faculty and Students.
- Timely information to our parents and community could replace News Letter at a fraction of the cost.

IV. **Your OWN School Internet Television Station:** Live Webcasting Tool would provide the opportunity to create and support anything we do with content for our parents, faculty, and other like minded institutions across the country.

- Live Broadcasts or Re-Broadcast of Academic Content.
  - ➔ Anything presented in the classroom by teachers is an option.
    - ★ Power of Television from a desk-top or a lap top computer.
  - ★ Creates possibility to generating revenue from Sponsors interested in funding specific broadcasts.

- ◆ Special Person's Day
- ◆ Earth Day
- ◆ Subject Specific Study Day

- Live Broadcasts by Administration
  - ➔ To communicate with parents
  - ➔ To communicate with Funders
  - ➔ To communicate with other Educational Institutions

**EVERYTHING NOTED CAN BE TIED DIRECTLY TO THE INSTITUTION'S WEBSITE.**