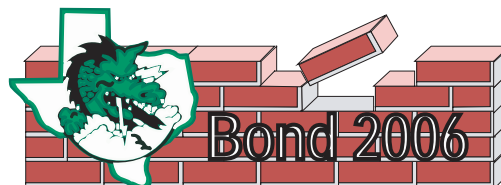


Carroll ISD

2006 Bond Communications Plan



Carroll Independent School District

Web Site & Logo:

A new, easier to read website with a Bond 2006 logo will be launched for the specific purpose of communicating facts about the February 4 election. This link will include details about each project, including Question & Answer sections (Q&A) for patrons. Staff E-mail addresses will be included to obtain feedback and questions from site visitors. A counter will also be placed on the page to monitor site hits. The logo will identify all fact documents produced by CISD.

Press Releases:

The Communications & Marketing Department will be responsible for sending press releases to the media regarding the 2006 Bond Election. Plans are to provide press releases weekly beginning in December until the time of the election.

Newspaper Editorials:

Guest editorials from CISD staff, Trustees and/or Bond Steering Committee members will be written and submitted to the local newspapers for inclusion on editorial pages prior to the election. (These editorials are not to be confused with Letters to the Editor in support or opposition to the bond.)

Media Packets:

Media packets will be mailed to each newspaper the second week of January. These packets will contain a letter from the Superintendent and School Board President along with details about the bond proposal. The timing will coincide with the start of early voting in CISD's bond election (January 18-31).

Campus Presentation Boards:

Presentation Boards providing facts about the bond election with drawings and project details will be placed in the foyer of each Carroll ISD campus and the administration building. The boards will detail "What's In It For (insert campus name)," highlighting the improvements and projects scheduled for that campus. The timing of the boards will coincide with holiday programming, PTO parties and increased public traffic at our CISD campuses. They will remain until after the election.

Community-wide Presentation:

A presentation by the Superintendent and/or School Administrators will be made at a community-wide meeting during the month of January. The presentation will include a question and answer session. An electronic version of this presentation will appear on the local cable access channel.

PTO Chats:

Harry Ingalls, Assistant Superintendent for Operations, has already scheduled PTO chats at each campus. These informal discussions will serve as a grass roots effort to inform voters of the issues related to the 2006 Bond Election.

Bond Flyers:

Informational 8.5 by 11 bond flyers will be sent home with K-6 students and posted to the CISD website. These to-the-point flyers will include facts and figures about each proposition as well as voting information and web site reminders. Flyers are scheduled once in November, twice in December and at least twice in January.

Bond Mailouts:

2006 Bond information will be mailed to each local taxpayer in early January. This mailout will include voting times, dates and locations, as well as general information about the election.

VOTE FEB. 4 Signs:

CISD will print yard signs with **VOTE** and the election date. The signs cannot advocate or oppose the election, but can be placed on campus lawns, and city-approved locations, as well as on our school buses.