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## BANDERA INDEPENDENT SCHOOL DISTRICT COMMUNICATIONS

### *Bandera ISD Communications Information 2008-2009*

#### **General Information:**

The goal of the Bandera ISD Communications Office is to develop and produce print and electronic communications which best reflect the district's marketing initiatives to demonstrate student and staff success.

To promote the district in a positive manner, the Communications Office:

- Coordinates communication efforts with district and campus administration to ensure accurate and effective media coverage of occurrences within the district.
- Maintains a positive relationship with local and regional media outlets.
- Prepares news releases and arranges for effective media coverage.
- Develops and produces print materials that reflect the professionalism and success of the students and staff in the district.
- Manages and maintains the content of the district web site.
- Coordinates the recognition of students at monthly Board of Trustee meetings.
- Develops and delivers informational presentations upon request.

#### **Media Information:**

Media representatives working on a story concerning Bandera ISD students, staff, or facilities, are asked to contact the Bandera ISD Communications Office at (830) 796-6204. The office will assist you in obtaining pertinent information, coordinating interviews if deemed appropriate, and arranging for photo shoots if necessary.

*Bandera ISD: On Target to be the Best!*

## **Bandera ISD Employees and the Media:**

If a media representative contacts a Bandera ISD employee about a school related issue, the employee is asked to inform their administrator immediately. The administrator should then contact the Communications Office and provide the name of the person representing the media, the reason for the call, and a telephone number for proper response. Administrators are asked to tell the media if contacted by a reporter or producer to, "Please contact the Bandera ISD Communications Office at (830) 796-6204 and speak with Brad Domitrovich".

## **News Releases:**

News release information is welcomed and encouraged from all campuses and departments. Teachers and staff should send their news worthy information to the Communications Office. The Communications Office will then prepare the story, arrange for photographs, and submit the news release to the appropriate media. Teachers and staff are reminded that news releases are only a request for publicity. Each media outlet's publisher or producer reserves the right to edit any and all materials submitted.

## **Submitting News Release Information:**

If an employee is requesting coverage of an event at their campus or department, they should inform the Communications Office at least one week in advance of the event. Employees may use the electronic "Request for Publicity" link available on the Bandera ISD web site or contact the Office directly at (830) 796-6204. If a staff member is preparing a news item and providing photographs for the Communications Office, please include the following information: 1) person sending the news release, 2) possible headline for the news release, 3) details pertinent to the story, and 4) identification of all people in photographs.

## **Deadlines for Effective Media Coverage:**

The Communications Office will need all news release submissions by Thursday at 12:00 noon to assure proper submission to Bandera area newspapers and coverage in the district's weekly electronic newsletter. The Communications Office will also distribute publicity to San Antonio newspapers and other regional media outlets when deemed appropriate.

## **Tips for Submitting Photos:**

Please submit digital photos only to the Communications Office. Each campus has numerous digital cameras available for teacher and staff use. Digital photos should be in JPEG format with a recommended dimension size of 640 X 480. Digital photos larger than 1024 X 768 require more time to download when sent using the district's electronic mail system. It is also recommended to send photos of small groups and not large groups of people. Remember to check student/parental permissions.