



RICE LAKE AREA SCHOOL DISTRICT
700 Augusta Street
Rice Lake, WI 54868

BOARD OF EDUCATION
PUBLIC RELATIONS COMMITTEE MEETING

Board Room at the Board of Education/Administration Office/Virtual

Monday, January 18, 2021

1:00 p.m.

MEETING MINUTES

- I. **Call to Order:** The meeting was called to order at 1:03 p.m.
- II. **Participants:** Present: Deanna Aubart, Randy Drost, Erin Johnson, Doug Kucko, Bert Richard
Absent: Lorrie Parkman
Others Present:
- III. **Statement of Notice Given:** District Administrator Randy Drost announced that notice of the meeting was communicated by public notice as required by 19.84 of WI statutes.
- IV. **Approve meeting minutes from Tuesday, March 10, 2020 [action]:** Doug Kucko and Deanna Aubart motion to approve the meeting minutes from Tuesday, March 10, 2020. All present voting yes. Motion approved.
- V. **Nomination of Public Relations Committee Chairperson [action]:** Doug Kucko and Deanna Aubart motion to approve Bert Richard as the BOE Public Relations Committee Chairperson. By roll call vote, all present voting yes. Motion approved.

(Lorrie Parkman joined the meeting virtually at 1:04 p.m.)
- VI. **Radio Advertising-Randy Drost/Erin Johnson:** Randy Drost reviewed the radio advertising options. There was a question as to whether the district was credited in 2019-2020 due to lost air time? Also, there was a question about whether the local radio station is covering and sharing Rice Lake Area School District events on social

media as they are for other area school districts? It was shared that the station is covering fewer events than in the past.

The consensus of the committee was that we'd like to keep the current business relationship between the local radio station and the Rice Lake Area School District and would like to ask the station to provide us with options available if we were to purchase an \$8,000 package and also what a \$10,000 package would get us. Once reviewed by the committee at their next meeting, this would go to the full board for consideration and possible approval.

There was a suggestion that we continue with interviews and post them on social media versus on the radio. Erin Johnson provided an update on the current number of views on social media for various district events.

- VII. Marketing Plan/External Communications Update-Randy Drost:** Randy shared how this plan would potentially align with his goals regarding communication in the district. He would also like to put together more of a plan for external communications. Randy shared that there will be a parent survey conducted in the spring to include feedback from parents regarding communication from the district.

The committee discussed continuing the work of the Marketing Team to update and review the current draft Marketing Plan. Randy Drost, Colleen Kinziger, Erin Johnson and Bert Richard will meet prior to the next committee meeting to review, revise and update the draft plan.

- VIII. Other:** NA

- IX. Next Meeting Date/Time:** Monday, February 8, 2021 at 1:00 p.m. (virtually)

- X. Adjourn:** Doug Kucko and Deanna Aubart motioned to adjourn the meeting. The meeting was adjourned at 1:33 p.m.

Minutes submitted by Randy Drost.