



Washoe County School District
Every Child, By Name And Face, To Graduation

WCSD Internal Customers

Groups	Communication Tools	
Staff	Friday Minute	Superintendent's Forums
Teachers	Boardcast	Staff Symposiums
Principals	Superintendent's Communication	School-side Chats
Department Heads	Pinnacle	
Board of Trustees	Website	
Leadership		

WCSD External Customers

Groups	Communication Tools	
Media	News Releases	Town Hall Meetings/Forums
Parents	Media Stories	Listen to Learn
Students	Boardcast	
Employee Associations	Parents E-Newsletter	
Lawmakers	Washoe Parents Magazine	
Education Alliance	School Zone	
Community Groups	Op-Eds/Published Articles	
Businesses	Superintendent's Communication	
Civic Groups/Nonprofits	Facebook	
General Public	Twitter	
	YouTube	
	Website	
	Education Publications	
	News Hub	
	Chamber's	
	Human Resource Network E-mail	
	Reno-Tahoe DA News Blast	
	Blogs	

Media - Local

Print	RGJ	Daily
	Sparks Tribune	Daily
	Nevada Appeal	6-Days
	Tahoe Bonanza	Weekly
	Northern Nevada Business Weekly	Weekly
	Reno News and Review	Weekly
	Nevada Sagebrush	Weekly
	Reno Magazine (RGJ)	Monthly
	Senior Spectrum	Monthly
	Ahora Latino Journal Associated Press	
TV	KTVN, Channel 2	
	KRNV, Channel 4	
	KOLO, Channel 8	
	KREN-27, Univision (Entravision)	
	KNPB, Channel 5	Nevada Newsline
	KRXI, Fox 11	
	To the Point (Anjeanette Damon)	Ch. 4, Saturday 6:30 p.m.
	Face to Face (Jon Ralston)	Ch. 4, Mon-Fri 6:30 p.m., Vegas
	Face the State (Chris Ciarlo)	Ch. 2, Sunday 4:30 p.m.
Ed Pearce's Show	Ch. 8	
Radio- News	KKOH 780 AM (Citadel)	Ross and Monica (Morning Show), Bill Manders
	KUNR 88.7 FM (NPR)	
	Fox News/KBUZZ 1270 AM (Americom)	Panama
	KJFK 1230 AM (Americom)	
	KQLO Radio Innovacion 1590 AM	
Radio - Other	KBUL 98.1 FM (Citadel)	
	KWYL - Magic 95.5 FM (Citadel)	
	KNEV - Wild 102.9 FM (Citadel)	
	KLCA - Alice 96.5 FM (Americom)	Bill and Connie
	KRNO - Sunny 106.9 FM (Americom)	
	KODS - The River 103.7 FM (Americom)	
	KCTQ - Bob 97.3 FM (Americom)	
	KDOT - Rock 104.5 (Lotus)	
	KOZZ 105.7 (Lotus)	
	KRNV - La Tri-color 102.1 FM (Entravision)	
	KSRN - Radio Lazer 107.7 FM (Spanish)	
	La Mega 1400 AM (Spanish)	
	Exitos 1550 AM (Spanish)	

Media - State

Print	Las Vegas Review Journal	Daily
	Las Vegas Sun	Daily
	Nevada Business Magazine	Monthly
	Family Magazine Group (Vegas Primarily)	
TV	Nevada Newsmakers (Sam Shad)	Ch. 4, Mon-Thurs 12:30 p.m., Sun KKOH 7-9 a.m.
	Face to Face (Jon Ralston)	Ch. 4, Mon-Fri 6:30 p.m., Vegas
Radio	KNPR - Vegas	

Media - National

Print	USA Today - Greg Toppo (Trends Reporter)	
	Wall Street Journal	
	Time	
	Economist	
	Newsweek	



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Title of Project: A New Era of Safe Schools – Anti-bullying Campaign

Project Leader: Calli Fisher

Objective: To raise community awareness about the impact of bullying in schools and the efforts of WCSD to prevent all forms of bullying

Timeline: September 2011 – June 2012

What	Who	When	Comments
National Bullying Prevention Month (Oct) – BOT Resolution	Calli Katherine/Mieras	Sept. 27	Recognize school, community and media partners (Dilworth MS, Lilli Trincherro, Shelby Sheehan)
National Bullying Prevention Month (Oct) – Promote school events and initiatives	Nancy	October	<p>Generate continuous media coverage during the entire month by getting reporters to different schools</p> <ul style="list-style-type: none"> --Sepulveda ES Anti-Bullying Week (Sept) --Cold Springs MS Teen Truth Assembly --TMCC HS Be Kind Campaign --Mathews ES Week of Respect --Billinghurst Anti-Bullying Campaign --Verdi ES Anti-Bullying Initiatives --Wooster Ally Week --PBIS at Donner Springs ES and Smithridge <p>--KNPB Open Line – Katherine Loudon a guest to discuss recent bullying legislation</p>

PSA Campaign (KRN Channel 4)	Vickie	ASAP/Ongoing	Find local media outlet to partner with us on the campaign; create PSAs with partner
Inclusive Schools Week Dec. 5-9 NR and BOT Proclamation	Carol Voss/Calli	Dec. 5-9	
Anti-Bullying News Conference #1 A New Era of Safe Schools: Ensuring a School Community Free of Bullying	Calli/Katherine – Logistics, MA, NR/Snapshot Charles – Facebook/Twitter Charles – Set up, film event/post on web Nancy – Media inquiries Val – Photos	Rescheduled: Dec. 13 10 am @ Clayton MS	Invitations to community leaders, state and local elected officials, BOT, EC, principals – Dec. 1 Media Advisory – Dec. 6 NR/Snapshot – Dec. 6 **Translate Edit Clayton MS Video Speakers: Heath, Katherine, Mike, Bruce, Trustees, Students
Friday Minute	Calli	Nov. 18/Dec. 9	
Washoe Parents Magazine	Nancy	Dec. 13	Send NR, information and photos to Mikalee
School Zone	Calli	Dec. 16	Recommend to Estela
Student Advisory Board Discussions	Irene/Terry/Katherine	ASAP/Ongoing	Possibly use some of the ideas discussed in SAB as part of the anti-bullying campaign
Reduced Bullying Competition	Katherine – Determine the competition and set up with counselors/schools Katy/Calli – Work with Katherine to promote	ASAP	

National Education Publication on School Climate Survey	Calli	ASAP Target: Principal Leadership, Nov. 2012	Find a place to publish story on School Climate Survey (from Heath, Paul or Katherine) Accountability of schools and how this ties into evaluations
Bullying Campaign Webpage	Calli Work with Katherine, Mieras and Mike Morris to update existing bullying and cyberbullying pages as well as create new page for this campaign Katy – Create button for homepage	ASAP – Launch prior to next news conference	Will provide videos of news conferences, news releases, snapshots, links to bullying resources for parents/kids/educators, school climate survey
Online Bullying Forum	Katy/Katherine/Mike	TBD	Set up online discussion/blog where Katherine can answer questions from students (once a month)??? Webinar??? Need to discuss ideas
Prepare Materials for News Conference #2	Calli/Vickie	ASAP	Invitations – Distributed 3/8 or 3/13 depending on date of event MA, NR, Snapshot **Translate materials**
News Conference #2 Topic: Cyberbullying	Calli/Vickie – lead organizers Craig – AV and setup, film news conference/post to web Katy – photos Charles – Social Media Vickie – Media inquiries	Date/Time/Location TBD March 22 or 27 Reno HS	Full range of comm tools – invitations, MA, NR/Snapshot, Facebook/Twitter, Video, FM, Boardcast, School Zone, etc. Topics: social media, sexting, cyberbullying curriculum Include: Over the Line video by students, new video by SAB

News Conference #3 Race, Alternative Lifestyles (Determine Name for the NC)	Calli	Early May Date/Time/Location TBD	Full range of comm tools – invitations, MA, NR/Snapshot, Facebook/Twitter, Video, FM, Boardcast, School Zone, etc. Topics: race and cultural competency (DELT), alternative lifestyles, study circles
Community Forum Meeting	Vickie – Partner with Channel 4 Calli/Vickie/Katherine/Mike – Logistics and Content	Early May Date/Time/Location TBD	
2 ND Annual School Climate Survey	Counseling/OSP – Survey Communications – Promote	May	NR, FM, Media stories, etc.

Evaluation:

- Completion of all actions as detailed in the communications plan.

Calli Fisher – Feb, 29, 2012



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Project Leader:

Objective:

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Evaluation:



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Irene Payne

Chief Communications and Community Engagement Officer



I moved to the USA from the UK over more than seven years ago to pursue a dream of living and working in another country. And what better country to choose than America with its beauty and friendly, generous people!

I have been a marketing communications professional for more than 20 years. It's a job I love doing. Before joining Washoe County School District, I was Executive Director of the Human Services Network in Reno, Nevada and worked as a consultant helping nonprofits build capacity and develop effective marketing and public relations strategies.

Educating our children is important to me. I worked in the field of education in London where I was responsible for European marketing and global media relations for a higher educational organization. As part of that role, I was lucky enough to represent the UK higher educational system on a British government sponsored tour of Pakistan. What a memorable experience that was. Prior to that, I was responsible for internal communications, marketing and branding for a large financial services organization.

Along with the previous Washoe County School District Superintendent, Heath Morrison, I was the recipient of the *2012 Leadership Through Communication* award, sponsored by Blackboard Connect, the National School Public Relations Association and the American Association of School Administrators. We were recognized for our exemplary efforts to enhance communication between schools, parents and the community the school district serves. This was a great honor for me as I strive to ensure we communicate authentically with all our stakeholders.

I am active in the community and have made many friends and associates here. The level of friendliness of Nevadans never ceases to amaze me. It truly is a wonderful place to live. As an outdoors type of girl, I like to horse ride, ski, snowshoe and hike. I try to make the most of living in this beautiful part of the world and have recently completed the Tahoe Rim Trail with my dog! I am very proud to be a part of this amazing school district as we work together to get 'Every Child, By Name And Face, To Graduation'.

Irene Payne

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