

WESTBROOK BOARD OF EDUCATION

TUESDAY, November 13, 2012

Board of Education Communications Committee Meeting 6:30 p.m.

WESTBROOK HIGH SCHOOL LIBRARY

MINUTES

- I. CALL TO ORDER – Marti White called the meeting to order at 6:00 p.m. in the WHS library.

Members Present: Myrn Keryc, Kim Walker, Marti White, Lee Bridgewater @ 6:30 p.m.

Also Present: Carol Parmelee-Blancato, Interim Superintendent; Lisa Winch, PTO,  
MaryJo Noonan; Lesley Wysocki, Business Manager

- II. OLD BUSINESS

A. Approval of Minutes of October 9, 2012: Moved by Marti White and seconded by Lee Bridgewater to approve the minutes of 10/9//2012 with one correction. Kim Walker was not in attendance at the 10/9/2012 meeting. **Vote unanimous.**

- III. NEW BUSINESS: Carol Parmelee-Blancato introduced Ann Baldwin, President of the Baldwin Media Marketing and communicated to the committee, that Ms. Baldwin has more than a decade of experience in the broadcasting and communication industry. Carol Parmelee-Blancato said that before establishing her own company, Ms. Baldwin worked for more than 15 years in the television news business and as an anchor/reporter for stations across the country. Carol said, that in an effort to help districts disseminate information in their communities, CABE has signed an agreement with Ann Baldwin of Baldwin Media Marketing to provide in-depth help on media uses. Carol stated that she was pleased that Ann Baldwin was available to meet with the Communications Committee to share some ideas on how to disseminate information to the community.

Ann Baldwin expressed, that she had met with other Communication Committees and was impressed that the Westbrook Communication Committee was made up of board members and community members. She said, that she has worked with a number of school districts to assist them in dealing with effective communication strategies and techniques, in particular in dealing with volatile and sensitive situations. She provided a number of suggestions to committee members on how to disseminate information about Westbrook Schools.

Several of the suggestions included: Face Page, Editorial Calendar, media template, three to five minutes video presentations, JPEG photos, identifying students to speak on behalf of the schools,, spotlight on community members, identify spokesperson for Communications Committee, work in conjunction with radio station, Hartford Courant and CABE, etc.

- IV. ADJOURN: Moved by Lee Bridgewater and seconded by Marti White to adjourn at 6:52 p.m. **Vote unanimous.**

Respectfully Submitted,  
Myrn Keryc, Board Secretary

Cecilia S. Lester, Board Recording Clerk

