

agency communications SUPPORT AND SERVICES



The Puget Sound ESD's Communications, Government and Public Relations department is committed to supporting and helping represent your district or school.

We provide in-house consulting and design services, develop cost-effective marketing efforts, facilitate internal communications, and promote cross-district and school linkages while upholding your specific brand.

From writing press releases, to complete management of marketing and communications programs, our Communications team is pleased to offer services for your district or school's initiatives, programs, events or committees.

Our team, along with PSESD, is committed to our End: *Success for Each Child & Eliminate the Opportunity Gap by Leading with Racial Equity.* This is at the center of everything we do.

We look forward to partnering with you!



SUCCESS FOR EACH CHILD &
ELIMINATE THE OPPORTUNITY GAP BY
LEADING WITH RACIAL EQUITY



COMMUNICATIONS external services

learn about our TEAM VALUES



We are a movement of communicators who believe that equitable access to education is not just an objective, but an obligation.



We tell the stories of students, schools, programs and communities that are committed to creating a future defined by equitable opportunities.



Bringing together diverse perspectives and educational experiences, we use our history to inform our work – both as communications professionals and educational advocates.



For the members of the Puget Sound ESD Communications team, this is more than just a job.



For more information, please contact Janine Thorn, Director of Communications
jthorn@psesd.org | 425-917-7607

EXTERNAL SERVICES



COMMUNICATIONS CONSULTING (PROJECT-BASED)

Our staff will develop communications strategies and provide tactics for achieving your project goals. We can develop strategies for: flyers, social media campaigns, website content and design, newsletters, photography, video, and brand awareness. *Complimentary service.*

COMMUNICATIONS CONSULTING (STRATEGY-BASED)

Our staff will discuss strategies and responses for time-specific communications. We can discuss strategies for: crisis response, community engagement, emerging issues, media relations, emergency email communications, and website banners. *Complimentary service.*

INTEGRATED MARKETING COMMUNICATIONS PLAN

Thinking beyond consulting, we will create an integrated plan that will help you reach your intended audience. Maximize strategy, reach and impact for the year!

PRINT PROJECT DESIGN SERVICES

Looking to share a print project with a broader audience? Our team can help design a printer-ready project that will share your district or school's message with a beautiful design. Projects can include flyers, brochures, booklets, posters, community reports and print newsletters.

FILE REMEDIATION

Consult with our team to ensure you are adhering to the latest American with Disabilities Act (ADA), Section 508 compliance measures pertaining to Information and Communication Technology (ICT). Services include but are not limited to: file remediation to ensure that materials posted electronically to various online forums are compliant, closed-caption video, compliant image and color usage, and best practices for how information should be posted across mediums.

PHOTOGRAPHY

If you have a special event, team outing, district or school training or class, or any other event that requires a dedicated photographer, we can work with you to ensure that you will have quality photos. Once the event is complete, we will provide you with the photos, as well as any editing they may need to ensure the highest quality.

VIDEO PRODUCTION

Videos work best as personal stories that take your viewer on a journey of discovery. Our team can film, edit and digitally deliver a video to help you and your district or school share your story.

GRAPHIC DESIGN

Our team is highly skilled in graphic design and can provide a variety of products for you and your district or school. Our design services include custom logos, infographics, data visualization, typography and other visuals.

CUSTOM SOCIAL MEDIA POSTS & GRAPHICS

Our team can create custom social media posts and/or graphics for your district or school to help advertise your message and mission, events, and any service you deliver.

PODCASTING

Podcasting is a great way to give regular updates from your team, program or committee. This audio-based communications strategy can be difficult to navigate – we can help! From getting set up, to creating a strategy for regular recording, we'll help you prepare your new podcast.

INDEPENDENT WEBSITE

Our team can design a website customized for your program, event or initiative. Website design includes a training on how to update text, images and content on the site while maintaining ADA accessibility.

WEBSITE MAINTENANCE

Once your website is up and running, we want to make sure that it stays up-to-date and is well-maintained throughout the year. We will update content at your request and continuously ensure that your website is ADA accessible and following industry best practices.

EMERGENCY COMMUNICATIONS

We work with you to prepare targeted messages to your learning community in the event of: natural disasters, bullying, missing students, active shooter incidents, and important administrative and site-based events. We consult with you on best practices and options, then craft your messages across digital and print media, in a variety of formats.