Communication Services

ESD 105 can provide you with expert help on professional-level communication outreach for your school community ...!

Writing ...

- The first step: Are you selecting stories, information, and essays that are relevant to your intended audience?
- Are you showcasing the information that promotes the outstanding programs, students, and employees at your school -- the information that demonstrates the results of what is happening inside your school buildings?
- Is your information written in a way that will connect to a general public audience? (Are you using "Education-ese", references to little-known state initiatives, and abbreviations that your next-door neighbor won’t understand?)
- Are you using compelling headlines and introductions that will grab readers and interest them in reading your information?

⇒ ESD 105 can boost up your public outreach with writing and information that is relevant, audience-grabbing, and interesting, and opens the door into what is happening in your classrooms!

Graphic Arts & Publication Design ...

- Is there a consistent appearance throughout all of your publications? Whether it’s an annual report, a quarterly newsletter, or a general flyer ... can parents and others in the community see one of your materials and immediately know it’s from your school, based on the look alone?
- Is the information presented in a professional manner? Are you using column arrangements and photo placements that convey the level of your school’s overall standards of quality?
- Are you using the right type of paper for the type of publication?
- Is there a visual connection between your printed materials and your website?

⇒ ESD 105 can be your resource to transform the visual image of your school’s outreach by employing colors, consistent design elements, and typography that all help reflect the intended image of your school community!
Logo Design ...
- Is your school building or specialized program using a logo containing artwork that “somebody just pulled off the Internet somewhere” (and might be trademarked)?
- Is your logo’s “master copy” a fourth-generation low-resolution scan or photocopy of something that originated back in 1992?
- Does your logo represent the unique identity of your school building, your school program, or your school district?
- Is your logo visually integrated with the overall graphic image of your online and printed materials?

⇒ ESD 105 can create professional imagery that reflects your identity!

Photography ...
- The big, basic question: Are you putting GOOD photos onto your website and publications? (People DO notice out-of-focus, dark, and not-true-to-color photos.)
- Are you doing the adjustments necessary to transform so-so photos into truly eye-grabbing ones that convey the brilliance of your school’s activities?

⇒ ESD 105 can provide the photo enhancements that will make an impact on your school’s public image!

Video Promotions ...
- Do you need a short video created to promote an upcoming levy or bond election, or for any other purpose to assist your schools?

⇒ ESD 105 can assist you with our professional-level Sony 4K camera and video editing services!

News Releases & Media Relations ...
- Do you have a major event or activity for which you want to attract local media to your school? Do you know how to stage that event to get the media’s attention?
- Do you know how to write a compelling news release that will get the reporters to your school -- one that incorporate phrases that will increase the chances of the story being reported the way you would like it to?
- Has a major news event occurred at your school that attracts local, statewide, or even national news media ... and do your employees know how to best handle it?

⇒ ESD 105 can facilitate local media coverage of newsworthy school events ... just as we do at schools every year with the announcement of the Regional Teacher of the Year and Regional Classified School Employee of the Year.