

PROPOSAL

HANNAH CALDWELL CRISIS COMMUNICATION

OCTOBER 27, 2024

TO

DR. GERRY BENAQUISTA
SUPERINTENDENT AT TOWNSHIP
OF UNION PUBLIC SCHOOLS

FROM

MADCREEK, LLC
PO BOX 312
WYCKOFF, NJ 07841
T: (973) 256-8456
WWW.MADCREEKLLC.COM

MADCREEK

TO
DR. GERRY BENAQUISTA
SUPERINTENDENT AT TOWNSHIP OF
UNION PUBLIC SCHOOLS

PRESENTATION
CRISIS COMMUNICATION

CONTACT US
andi@andjennings.com

INTRODUCTION

MADCREEK & HCES

The MadCreek team plans on combining its management, journalism, marketing, and communications experience to help Hannah Caldwell Elementary School (HCES) deliver a clear, focused message. We're confident we can help you reach your audience in a timely and controlled manner, thereby reducing pressure, confusion, and anxiety in your community.

This proposal shows how we plan on providing that support.

On behalf of the team at MadCreek, I thank you for considering us as your partner in this critical communications project. At MadCreek, we pride ourselves on managing multi-pronged communications, meeting critical deadlines, and satisfying our clients. We look forward to bringing our experience, passion, and strategic thinking your way.

ANDI JENNINGS
Founder, MadCreek

MEET MADCREEK



ANDI JENNINGS

Strategy and Project Lead

- MS in Marketing
- BA in Communication Studies
- Postgraduate Design Studies
- 25 Years in Advertising
- Senior Designer, Grey Advertising
- Associate Creative Director, Sigma Group
- Creative Services Director, ADP
- Opened MadCreek in 2005



JOHN FLORIO

Messaging and Community Relations

- Pursuing DFA in Writing
- MFA in Writing
- MBA in Marketing
- MA in Psychology/Film
- Published Author & Journalist
- Writing Faculty (Stonecoast MFA Program)
- Senior Creative Director, Heineken
- Senior Editor, JPMorgan Chase

LAUREN SPRAGUE
VP of Accounts

MARILYNN CASSIDY
Account Executive

PATRICIA KOZLOWSKI
Sr. Art Director / Designer

LINDA BRADLER
Multimedia Designer

NICK MANNING
Multimedia Designer

GENA DEVIRGILIO
Director, Social Media

JENNIFER AMBROSIO
Director, Design Studio

DANIEL MARCK
Illustrator

HANNAH CALDWELL OVERVIEW & GOALS

Union Township is facing a community crisis: mold in the HCES facility. The township needs to deliver a clear, unwavering message quickly and succinctly, leaving no room for misinterpretation, while providing clear directives to students, parents, staff, and teachers.

Our goal is to support the superintendent in:

- crafting the narrative;
- controlling the messaging;
- facilitating the flow of information, both internally and externally.

We suggest that all information comes from one source, the office of the superintendent, and that it is timely and transparent. Most important, we suggest all messaging remains consistent, regardless of the means by which it's delivered—be it a letter in the mail, a chat in the faculty lounge, or a post on social media.

The initiative is to start immediately.

HANNAH CALDWELL

SCOPE OF SERVICES

1. CREATING THE MESSAGING

Our first step is to determine the message. At that point, we'll create a strategy to reach all members of the community.

2. DELIVERING THE MESSAGE ("PUSHING")

All communications should be transparent and released from a single "source of truth," that is, the office of the superintendent. The superintendent will deliver the message (i.e. "push it") to the community in the form of letters, social media posts, and if necessary, press releases to the news media.

To help control "trickle-down" messaging, MadCreek will provide the superintendent with an internal communications guide. This booklet will outline the best practices by which the township should disseminate information to faculty, staff, students, and the community.

3. DOCUMENTING THE MESSAGE ("PULLING")

All messaging delivered by the superintendent—letters, posts, conversations—will drive ("pull") the community to a dedicated website. There, visitors will find updated information, including progress reports on remediation efforts and updates regarding logistical concerns.

TWO-MONTH PLAN

MADCREEK PLANS ON STARTING IMMEDIATELY.

- The first weeks will be spent creating the messaging and the communication channels, and opening a dialogue with the community.
- The following weeks will be spent continuing the conversation.

WEEK 1

- Audit previous communications
- Create messaging for parents and teachers
- Develop internal communications guide outlining best practices for:
 - Holding before- and after-school crisis meetings
 - Directing internal staff and faculty
 - Communicating with parents and families
 - Interacting with media

WEEK 2-4

- Design and program a dedicated, crisis-specific landing page
- Produce a crisis-specific social media campaign
 - Create timely, "preemptive" messaging
 - Redesign social media "tile" so it is recognizable as crisis communication
 - Advise on scheduling and deployment

WEEK 5-8

- Continue advising on social media campaign, transitioning from crisis to remediation messaging
- Update campaign with remediation-specific messages as they become available

PLANNED WORKFLOW

	WEEK 1	WEEK 2-4	WEEK 5-8
CONTAINING THE NARRATIVE			
Audit previous communications	X		
Create messaging	X		
Develop internal communications guide	X		
OPENING THE DIALOGUE			
Create crisis-specific social media		X	
Consult on deployment		X	
Design and program dedicated website		X	
CONTINUING THE CONVERSATION			
Transition from "crisis" to "remediation" messaging			X
Update remediation messaging regularly			X
Monitor all "crisis" and "remediation" communications			X

HANNAH CALDWELL PROJECT FEE

MadCreek proposes a total fee of \$15,000 for HCES crisis management support, payable as follows:

November 1, 2024 (1/3 advance payment).....	\$6500.00
December 1, 2024 (1/3 progress payment).....	\$4250.00
December 31, 2024 (1/3 final payment upon completion)	\$4250.00

Total **\$15,000.00**

Terms & Conditions:

- Price is a flat fee; it is all-inclusive and includes three rounds of revisions. The price will not change unless the project deliverables are revised by the Township of Union Public Schools (TUPS).
- Any revisions, updates, project changes, or overages will be billed at \$150/hour; estimates will be provided under separate cover. Once approved by TUPS, overages will be added to the following bill (December 1 or December 31).
- All writing, plans, designs, and other materials delivered to the Township of Union Public Schools become the property of TUPS upon MadCreek's receipt of final payment.

THANK YOU
WE APPRECIATE THE OPPORTUNITY.

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