

LETTER OF AGREEMENT

M.S.D. WASHINGTON TOWNSHIP and ELLEN R. ROGERS

Public Relations, Media Relations and Strategic Communications Plan
For July 1, 2011 through June 30, 2012

Contractor

Ellen R. Rogers
8145 Rosemead LN
Indianapolis, IN 46240

Terms of Agreement

The initial term of this agreement shall be from July 1, 2011 through June 30, 2012. The agreement shall automatically renew for additional one year terms up to a maximum of five years including the initial term (through June 30, 2016).

Scope of Work

Ellen R. Rogers agrees to provide communications, public relations consultation and direct services for MSD Washington Township in the following areas:

- Coordinate Teacher Awards
- Event Planning: Retirements, Holiday Open House, Opening Day, etc.
- Oversee Website & Social Networks
- Crisis communications assistance
- Filter for all staff e-mails
- Collection of school newsletters and dissemination to CEC Admin. & Board
- Filter of requests for distribution of info to students
- All district based publications
- District communications
- Coordinate communications team
- Coordinate Student Handbook
- District communications trainings & development
- Weekly news alerts & media coverage to Superintendent
- District Survey support
- Video production coordination & training

- Coordinate Supt. Communications
- Monitor Press Releases
- Assist with coordination of Title I parent information nights & parent newsletters
- Coordinate translation needs for school communications

The twelve-month long scope of work would include facilitating initiatives which were developed and identified over the last year, and further implementing the public relations, media relations and strategic communications objectives, as identified in the Public Relations Strategic Communications Plan. The goal is to promote, and increase awareness, understanding and support of the District and the Strategic Plan.

Essence of Work

Ellen R. Rogers shall subscribe to the guidelines and ethical standards of the Public Relations Society of America, of which they are a member.

Compensation

An educational retainer of \$4,333 per month provides regular, proactive media relations and public relations work, planning and development sessions and key messaging.

The retainer reflects an agreed upon fee per month with the understanding that the hours necessary to carry out the scope of the work to the MSD Washington Township's satisfaction can and will vary from month to month. A monthly work summary shall accompany each invoice. The first month's fee is due in advance of beginning work for Washington Township. Invoices are payable at the first of each month.

Additional support is available in the event of a need for crisis management.

All expenses, such as phone, local travel, postage, copies, and regular business expenses are included in the above monthly fee.

Ellen R. Rogers shall pay all taxes incurred while performing services under this Agreement, including all applicable income taxes, and, if Contractor is not a corporation, self-employment (Social Security) taxes.

Intellectual Property Ownership

Ellen R. Rogers assigns to MSD Washington Township all rights in creation, improvements, messages and materials developed for MSD Washington Township during the term of this Agreement. The rights include title and interest in all copyright, trade secret, trademark and other proprietary rights.

Confidentiality

Any and all data and information about MSD Washington Township’s business that comes to Ellen R. Rogers’ attention by reason of this relationship, including Confidential Information, will be received in confidence. Ellen R. Rogers and staff agree not to disclose any Confidential Information to anyone, except MSD Washington Township and its authorized representatives.

Availability and Best Practices

We subscribe to the guidelines and ethical standards of our professional organization, the Public Relations Society of America. The representation and consultation we offer and the actions we undertake on your behalf are based on best practices and are confidential.

I am generally available for media or crisis situations 24 hours a day, 7 days a week, via cell phone, telephone and/or Internet for consultation. Access and responsiveness are an important part of serving our clients.

Termination

Both parties agree that this Agreement can be terminated by either party for any reason with 30 days’ notice.

Signed

Ellen R. Rogers Date

Nikki Woodson, Ph.D. Date
Superintendent, MSD Washington Township