



## CEO Announcement Event Brief

**Updated: 5/6/23 @ 2:00 pm**

This document outlines a possible event for a press conference/announcement of the new CMSD CEO and the basic activities and production needs for the event.

### KEY AUDIENCE(S)

All residents in the greater Cleveland area community

**DATE:** Tuesday, May 9, 2023

**LOCATION:** Garrett Morgan Media Center – 2<sup>nd</sup> Floor (tentative)

**SCHEDULE:**

7:00 am	Setup for Press Conference
10:00 am	<i>The following items are released/posted:</i> <ul style="list-style-type: none"><li>• Press release (Board/Roseann)</li><li>• eBlast (Phillip)</li><li>• IVR (Phillip)</li><li>• Social Media (Phillip)</li></ul>
10:30 am	Press conference <i>(Still under consideration is whether there will be one-on-one interviews with media or general Q&amp;A)</i>
11:30 am	Reception at Executive Grille for about 100 people (tentative)

**TEAM:**

Eric Gordon	Event Leader
Karen Thompson	Event Leader
Rod Flauhaus	Marketing & Production
Phillip Thomas	Communications
Roseann Canfora	Media & Messaging

**SUPPORT:**

Benn Draher (CMSD Video & Livestream)
Pat Fenner (SHAPE – for AV needs)
Tanesha Madden

### TECHNICAL:

- CMSD will Livestream the event.
- Audio Visual has been discussed and secured.
- Backdrop & Press banner ordered and delivered.
- We will need IT to have additional hotspot/bandwidth made available at the location.

## MARKETING/COMMUNICATIONS PLAN

Materials Needed for 5/7/23.

#	Item	Resp	Notes
1	Release announcing upcoming press conference	Comms/Roseann	
2	Board of Education Letter	Eric	Once approved, Michael will post website CEO Search page at approved time
3	Special Announcement Graphic	Marketing	Graphic for social media
4	Special announcement text	Comms/Roseann	Text for graphic
5	Web page graphic	Web	Link to the announcement about Press Conference
6	Invite	Marketing	This will be for sending electronically to invite guests to reception

### Tentative Communications Schedule

NOTE: TIMES ARE TENTATIVE DEPENDING ON FINAL APPROVAL

The tentative date for releasing this is Sunday, May 7, 2023

Time	Item	Resp
10:00 am	Press release distributed announcing an upcoming press conference to take place on 5/9/23	Roseann
10:00 am	Email & IVR to staff announcing the upcoming press conference	Phillip
10:00 am	Board of Education Letter goes live on website CEO Search page	Michael
10:00 am	Web and social graphic that will link to announcement goes live on site	Marketing
TBD	Invite for 5/9/23 reception sent to guests	Eric/CEO Office

SEE THE NEXT PAGE FOR MARKETING & COMMUNICATIONS  
MATERIALS AND SCHEDULE FOR 5/9/23

Materials Needed for 5/9/23.

#	Item	Resp	Notes
1	Social Media Announcement (Graphic)	Marketing	A graphic that congratulates the new CEO. Will have his name and photo.
2	Social Media Announcement (Text)	Comms & Roseann	Text to accompany social media graphic ( <i>Item #1 above</i> )
3	Secure URL for Livestream	Comms	Benn & Mike will secure URL for Livestream of event
4	Livestream/Event Social (graphic)	Marketing	Graphic for Livestream of Press Conference
5	Livestream/Event Social (text)	Comms	Text to accompany social media graphic about Livestream ( <i>item #4 above</i> )
6	Livestream/Event (web graphic)	Web	Graphic for Livestream of Press Conference
7	Website	Home Page Graphic	A graphic that congratulates the new CEO. Will have his name, photo, and info about Livestream
8	New CEO Page	Web	Michael will create a page about the new CEO. Will include Photo and bio plus other content TBD. Also have a link to the Livestream
9	Bio of new CEO	Marketing	Handout of new CEO Bio. Include photo. (Marketing will have two versions drafted, one for each candidate)
10	Press Release	Roseann	Announcement of selection of new CEO for media distribution. Will also be posted on website

Tentative Communications Schedule for 5/9/23

Time	Item	Resp
7:00 am	Rod, Benn & SHAPE at Location to set up	
8:00 am	Eileen arrive to help	
10:00 am	Press release distribution	Roseann
10:00 am	Social media posting of CEO selection graphic and text	Comms (Phillip)
10:00 am	Social media posting of Livestream graphic and text	Comms (Phillip)
10:00 am	Graphic on home page rotator	Michael
10:00 am	New CEO web page goes live	Michael
10:25 am	Livestream goes live with placeholder graphic	Benn
10:30 am	Livestream of conference starts	Benn
TBD	Graphic on social to watch the recorded press conference	Marketing
11:30 am	Reception at East Tech Photos needed Backdrops transferred and set up	