



Update on the CCTP Communication Strategy

October 21, 2013

Following are recent activities implemented as part of the proactive communication strategy for the Common Core Technology Project.

Monthly Live Television Broadcast CCTP Progress Report

We successfully produced and broadcast a live call-in show, enabling a panel to address many of the tough questions the members of the public are asking. We are also responding to the sponsor's request to increase the frequency of television shows by producing a live-to-tape show, which is being assembled now and ready for broadcaster starting next week. We are also moving forward with plans to produce another call-in show in November. We will then keep with the plan to produce a show on a monthly basis focusing on aspects of what this program means for the classroom.

Ongoing CCTP Public Website Enhancement

The team has been improving the content on the legacy website and is in the process of providing training and guidance needed to migrate to a more modern and powerful platform that will be easy to update so that content can be kept fresh and relevant and responsive to the needs of the public. The new and improved website should go public during the early part of November. Meanwhile, the legacy site is being used as a vehicle for public service announcements, news articles, fact sheets and many other channels to get the right information out to the right audiences in a timely manner.

Bi-weekly CCTP Electronic Newsletter

The first newsletter was issued the first week of October to roughly 200 subscribers. The subscriber base is now up to about 400, and the team is preparing to issue the second newsletter, containing new features on one of the pre-loaded applications (Khan Academy), success stories from within the classroom, links to the public service announcements, and a "myth busters" section highlighting some of the misinformation that has been floating around and outlining the correct facts.

Security & Safety - Public Service Announcement (PSA) Campaign

Safety PSAs are in preproduction phase – a recent Tiger team meeting resulted in the development of a creative approach, which will be introduced to the task force in late October. KLCS personnel attended the last meeting and we recently confirmed that Richard Reyes (KLCS Producer), who supported the production of the PSAs featuring Bernadette, will collaborate with us on production. Our objective is to have at least 2-3 PSA's (featuring and focusing on our students) ready for broadcast no later than mid-late November and certainly in advance of Phase 2.

Documentary Feature Transforming Teaching and Learning

We have secured a seasoned Producer to assist in telling the "story behind the story" of the CCTP initiative (see video at this link: <http://www.youtube.com/watch?v=8-AWnRclpM4>) for an example of his work, and a glimpse in to the format we would like to use to capture our efforts. The



team plans to move forward with production on a short (7-8 minutes maximum) documentary film intended for multiple use including television broadcasts, website streaming, staff public presentations, and Board presentations. The documentary will tell the story from the perspective of the students, teachers, administrators and parents.

Centralized Common Fact Sheets

We continue to maintain a fluid set of facts that are responsive to the questions the public is asking, ensuring that the true story of how the programming is being implemented is presented to the public in a clear, consistent, and transparent manner. Recent activity has focused on gathering inquiries from the media and ensuring we include FAQs that provide timely answers to their questions. We are exploring channels to improve promotion of our fact sheets, including a "myths and facts" sheet for distribution providing the straight story on what's going on with the program in light of the misinformation that has been floating around in the media.