



# Public Relations Offices in the Great City Schools

## July 2015 10th Survey



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# Public Relations Offices: An Executive Summary

In an effort to determine the structure and function of Public Relations (PR) offices in our member districts, the Council of the Great City Schools distributed a survey requesting information on these offices. This is the Council's ninth survey on PR offices; the first one was published in 1997.

Of the Council's 67 districts, 40 are included in the survey. The PR offices displayed many similarities, but also ranged in size and budget.

- Twenty-four districts (60%) have PR offices with staff between 5 and 20 people
- Ten of the districts (25%) have PR offices with staff of fewer than 5 people.
- Six districts (15%) have PR offices with staff of more than 20 people.
- Eleven districts (32%) have PR budgets between \$250,000 and \$750,000.
- Twenty districts (59%) have PR budgets greater than \$750,000.

PR offices in the Great City Schools often encompass different functions and are located in different departments. However, the survey indicated that most of the PR offices are either in Communications, Public Information or Community Relations Departments.

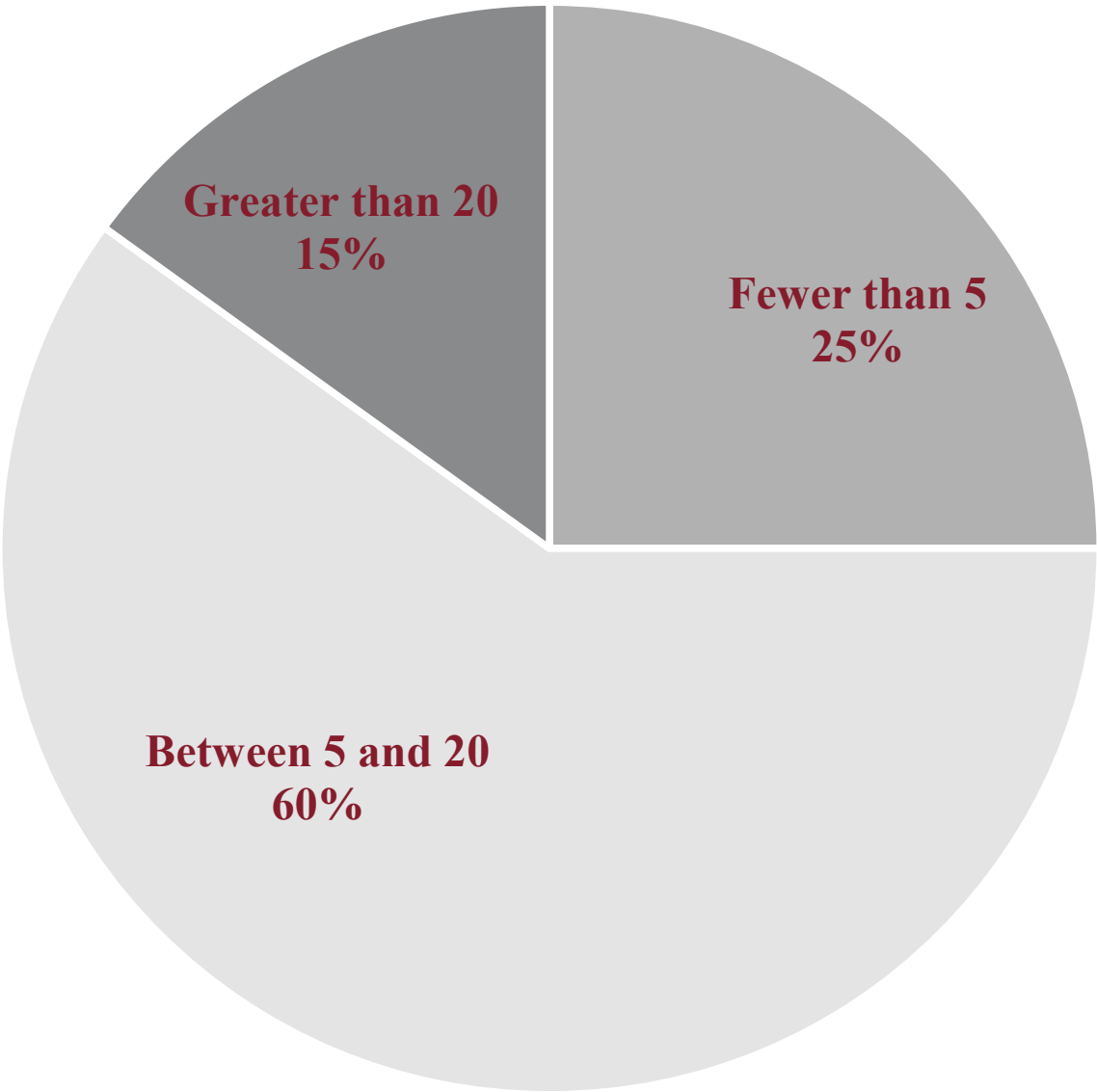
- Houston Independent School District has the largest staff with approximately 55 people but their Communications Department includes Media Relations, Strategic Partnerships, Multimedia, Family and Community Engagement, HR Strategic Communications and Bond Communications. East Baton Rouge has the smallest staff with one person.
- Nine districts have their PR offices handle television operations.
- Fifteen districts have web masters on their PR staffs.
- Six districts have switchboard operators or customer service support on their PR staffs, three districts handle print operations and nine have translators or provide translation services.
- Twitter are the most widely used social media (40 districts).

## The Districts that responded to the PR Offices Survey

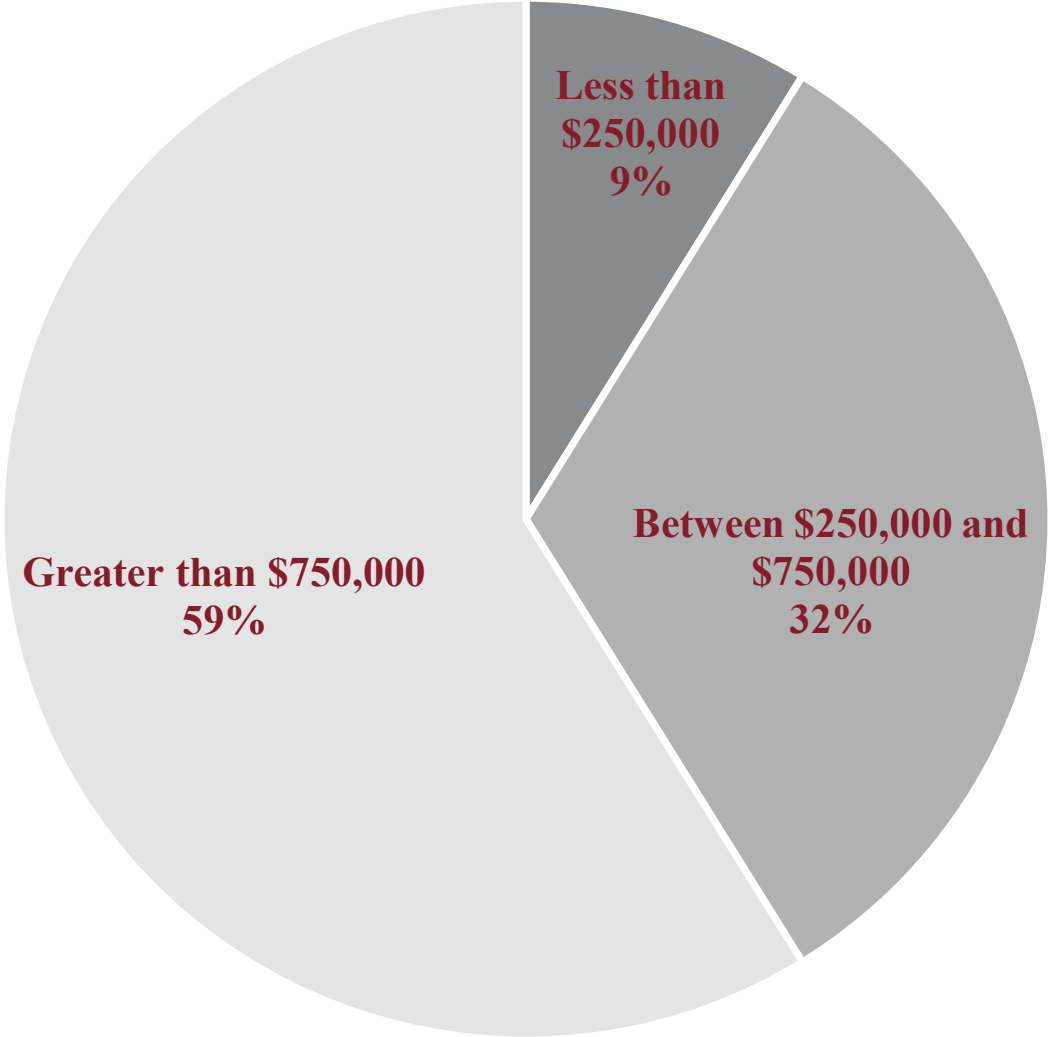
Atlanta	East Baton Rouge	Pittsburgh
Anchorage	Guilford County	Portland
Austin	Houston	Providence
Baltimore	Indianapolis	Rochester
Boston	Jackson	Sacramento
Buffalo	Kansas City	San Diego
Charlotte	Long Beach	San Francisco
Clark County	Nashville	Santa Ana
Columbus	Milwaukee	Seattle
Dallas	Oklahoma City	Shelby County
Denver	Omaha	Toledo
Des Moines	Orange County	Wichita
Detroit	Palm Beach	
Duval County	Philadelphia	

District	District Size	Total Staff	Fewer than 5	Between 5 and 20	Greater than 20	Total Budget	Less than 250,000	Between \$250,000 and \$750,000	Greater than \$750,000
Anchorage	47,500	13.0		X		\$1,700,000			X
Atlanta Public Schools	50,000	15.0		X		N/A			
Austin Independent School District	84,591	31.0			X	\$711,030		X	
Baltimore City Public Schools	84,976	36.0			X	\$2,615,362			X
Boston Public Schools	57,000	6.0		X		N/A			
Buffalo City School District	34,784	2.0	X			\$363,105		X	
Charlotte-Mecklenburg Schools	145,363	13.0		X		\$1,800,000			X
Clark County School District	320,000	10.0		X		\$920,000			X
Columbus City Schools	51,000	6.0		X		\$543,000		X	
Dallas Independent School District	161,000	30.0			X	\$1,200,000			X
Denver Public Schools	90,150	38.0			X	\$1,400,000			X
Des Moines Public Schools	33,000	6.5		X		\$542,000		X	
Detroit Public Schools	47,227	6.0		X		\$1,101,730			X
Duval County Public Schools	120,000	11.0		X		\$1,940,078			X
East Baton Rouge Parish School System	43,000	1.0	X			\$187,452	X		
Guilford County Schools	72,300	11.0		X		\$2,800,000			X
Houston Independent School District	215,000	55.0			X	\$8,304,196			X
Indianapolis Public Schools	N/A	11.0		X		N/A			
Jackson Public Schools	29,000	7.0		X		N/A			
Kansas City Public Schools (Missouri)	16,000	7.0		X		\$817,215			X
Long Beach Unified School District	80,000	3.0	X			\$350,000		X	
Metropolitan Nashville Public Schools	85,000	7.0		X		\$1,300,000			X
Milwaukee Public Schools	77,391	9.0		X		\$1,404,518			X
Oklahoma City Public Schools	46,000	13.0		X		\$1,200,000			X
Omaha Public Schools	52,025	4.0	X			\$700,000		X	
Orange County Public Schools	191,942	31.0			X	\$2,255,384			X
Pittsburgh Public Schools	25,504	3.0	X			N/A			
Portland Public Schools	48,459	10.0		X		\$1,458,492			X
Providence Public Schools	24,000	4.0	X			\$521,193		X	
Rochester City School District	28,707	7.0		X		\$795,000			X
Sacramento City Unified School District	43,000	4.0	X			\$173,687	X		
San Diego Unified School District	129,000	7.0		X		N/A			
San Francisco Unified School District	56,000	5.0		X		\$552,649		X	
Santa Ana Unified School District	56,000	4.0	X			\$419,030		X	
School District of Palm Beach County	183,000	20.0		X		\$1,778,030			X
Seattle Public Schools	N/A	7.0		X		N/A			
Shelby County Schools	110,000	9.0		X		\$1,500,000			X
The School District of Philadelphia	135,000	3.0	X			N/A			
Toledo Public Schools	23,000	3.0	X			\$280,000		X	
Wichita Public Schools	51,330	13.0		X		\$1,088,656			X
<b>Totals</b>			10	24	6		2	10	20

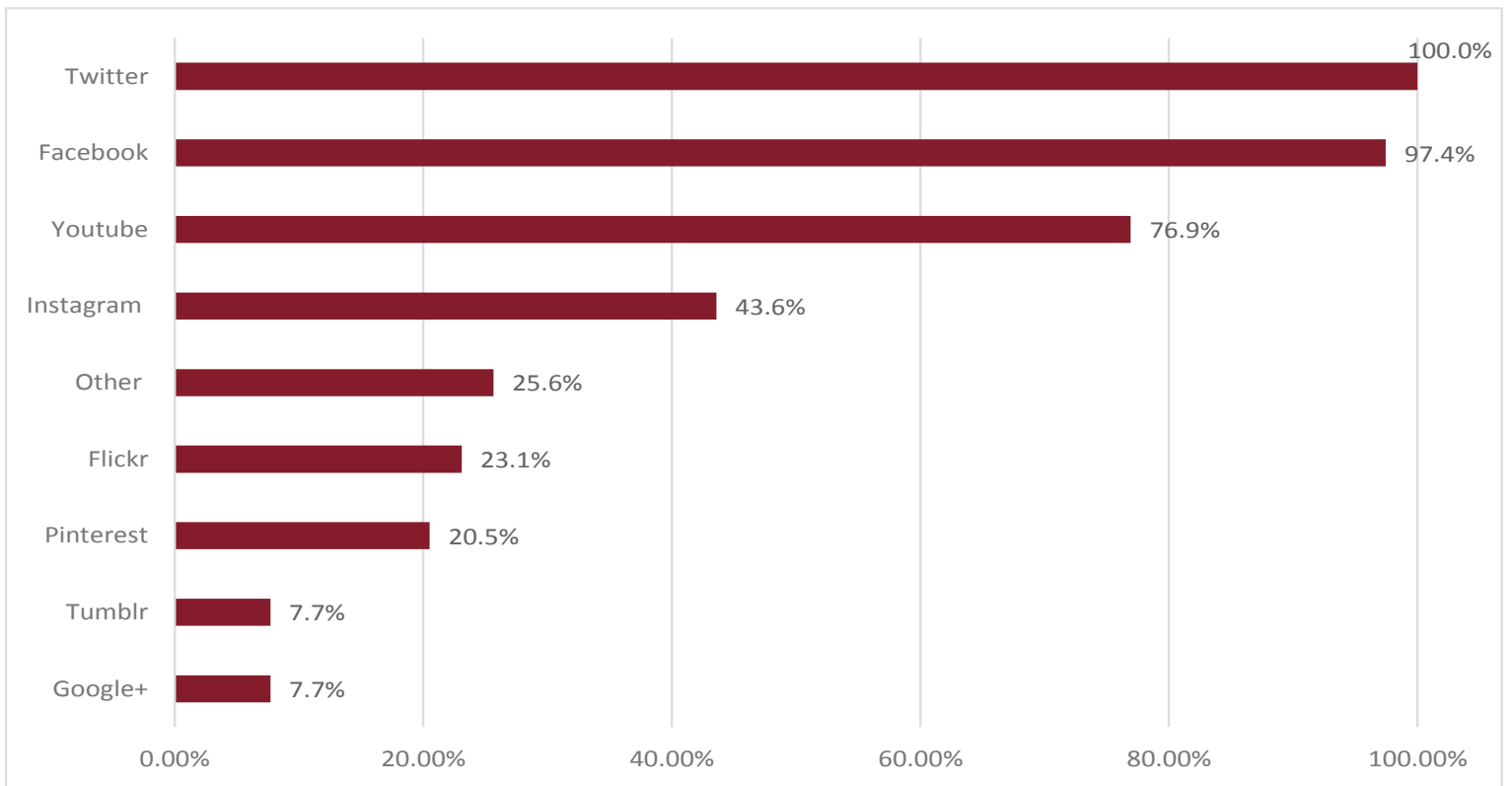
# Public Relations Office Size in the Great Cities



# Budgets of Public Relations Offices in the Great Cities



# Social Media Use in the Great Cities



# Summary of Description of Public Relations Offices

The following descriptions of the PR offices will not be able to cover the huge amount of material submitted for the survey, but will present a snapshot of the organization of the offices and those responsibilities closely aligned with public relations. The following information includes the name of the district, the number of k-12 students enrolled in the district, the department charged with public relations responsibilities, the staff within the department, their budget, and a summary of the department's responsibilities. Districts also listed their use of consultants as well as their use of social media. Below are the symbols for social media.



Facebook  
(online social network)



Twitter  
(online social network)



YouTube  
(video-sharing website)



Google+  
(social network)



Instagram  
(photo sharing app)



Tumblr  
(blogging platform)



LinkedIn  
(social networking website  
for professionals)



Vimeo  
(video sharing website)



Flickr  
(photo sharing)



Pinterest  
(content sharing service that  
allows members to "pin" images to  
virtual boards)





# Anchorage School District

**Enrollment: 47,500**

**Budget: \$1,700,000**

## Communications

Executive Director  
Senior Communications Specialist  
Web Content Specialist  
Media Production Specialist (2)  
Electronic Communications Manager

Publications Supervisor  
Publications Technician  
Offset Print Operator (2)  
Digital Copy Center Operator  
Executive Secretary  
Customer Service Receptionist

Anchorage School Districts **Communications Department** supports Anchorage’s students, staff and the community by providing accurate and timely information about student achievement, budget and other district initiatives. The Communications Department is part of the superintendent’s strategic team and manages all internal and external district communication, including media relations, electronic media, printing and publications and video production.

**Social media** is handled by the senior communications specialist. Other employees have access and can post on their own.

### Social Media At-A-Glance:

			
22,636 likes	11,675 followers (two accounts)	325 subscribers	Instagram 367 followers





# Atlanta Public Schools

**Enrollment: 50,000**

## **Communications and Public Engagement**

Executive Director, Communications & Public Engagement  
Director, External Communications & Public Engagement  
Director, Internal Communications & Social Media  
Director, Broadcast Services  
Executive Speechwriter  
Manager, External Communications and Media Relations  
Manager, Communications and Public Engagement  
Graphic Designer  
Manager, Media Productions  
Editor, Video Production  
Media Production Specialist  
Communications Officer (2)  
Administrative Assistant  
Telephone Operator

The **Office of Communications and Public Engagement** promotes and recognizes innovative models of teaching and learning, student-based solutions, and the educational resources that align with the mission and strategic priorities of Atlanta Public Schools. We are a team of communications professionals who focus on sharing positive stories about the district with our employees, families, journalists, and other community stakeholders. The team also supports Public Engagement throughout the district and is a major partner in Crisis and Emergency Management efforts for the school system.

**Consultants:** Annual contract with Schoolwires - \$65,408

**Social media** is handled by the director, internal communications and social media as well as two communications officers. Ten hours a week is the average amount of time spent on social media including the district blog.

## **Social Media At-A-Glance:**

 2,880 likes	 15,000 followers	 561 subscribers	 606 followers	 30 followers	 20 followers	 346 followers
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# Austin Independent School District

**Enrollment: 84,591**

**Budget: \$711,030**

**Department of Communications and Community Engagement**

Executive Director	Assistant Director for Community Engagement
Executive Assistant	Community Engagement Coordinator, District-wide
Public Relations Specialist	Community Engagement Coordinator, Facilities
Assistant Director for Communications	Event and Stakeholder Engagement Coordinator
Media Relations Supervisor	Multicultural Outreach Coordinator
Media Relations Coordinator	Community Engagement Coordinator
Manager of Public Affairs	Parent Support Specialist Administrative Supervisor
Communications Supervisor	Community Relations Specialist
Communications Coordinator	Administrative Assistant
Web Manager	Parent Support Specialist
Media Productions/Cable TV Coordinator	District Ombudsman
TV Production Specialist	Assistant to the Ombudsman
Media Production Specialist	Customer Service Representative (2)
TV Programming Specialist	Language Support Coordinator
	Translators/Interpreters (3)

The **Department of Communications and Community Engagement** is the central place for up-to-date information about the Austin Independent School District. The department’s mission is to build stronger links with employees, parents, families and the community.

**Consultants:** Photographers - \$8,000

**Social media** is handled by multiple people within the department. Twenty percent of the week is the average amount of time spent on social media.

**Social Media At-A-Glance:**

			
7,364 likes	13,800 followers	151 subscribers	N/A followers



# Baltimore City Schools

**Enrollment: 84,976**

**Budget: \$2,615,362**

## **Engagement Office**

Executive Director  
Executive Assistant  
Grants Development Specialist  
Communications Director  
Communications Specialist  
CEO Obudsman  
Obudsman Specialist  
CTE Communications Coordinator  
21st Century Buildings Contractor  
Office Assistant  
Office Manager

Public Information Manager  
Family Institute Specialist  
Partnerships Specialist  
Partnerships Coordinator  
FCE Director  
FCE Specialists  
Production Manager  
Production Assistant

The **Engagement Office** provides the systemic link with City Schools families and communities, and works with school leaders, families and community partners to increase family and community engagement and support for schools. The office coordinates all communications for City Schools, both internal and external, and establishes and manages City Schools' interactions with partners, community resources, foundations and volunteers.

**Social media** is handled by mutiple staff members including the communications specialist. Fifteen to 25 hours a week is the average amount of time spent on social media.

## **Social Media At-A-Glance:**

		
7,000 likes	22,000 followers	N/A followers



# Boston Public Schools

**Enrollment: 57,000**

## Communications Office



Chief Communications Officer  
Director of Media Relations  
Communications Specialist

Publications Specialist  
Translations Manager  
Staff Assistant

The **Boston Public Schools (BPS) Communications Office** provides leadership and direction for the district on branding, marketing, messaging, translations, and media relations.

**Social media** is handled by the media relations director and the communications specialist. Five to six hours a week is the average amount of time spent on social media.

## Social Media At-A-Glance:

	
<b>11,035</b> likes	<b>18,214</b> followers



# Buffalo City School District

**Enrollment: 34,784**

**Budget: \$363,105**

## **Public Relations Department**



Special Assistant to the Superintendent for Community Relations  
Associate Account Clerk

The **Public Relations Department** utilizes topics of public interest and news items to promote goodwill and build a rapport between itself and its students and employees, the public and the community. The department manages all aspects of communication between the District and the public: including working with the media, crisis communications, electronic communications, and social media.

**Consultants:** Web Site Support Specialist - \$47,929, Parent Notification System - \$53,299

**Social media** is handled by the special assistant to the superintendent for community relations. Three to four hours a week is the average amount of time spent on social media.

## **Social Media At-A-Glance:**

 <b>3,500</b> likes	 <b>1,000</b> followers
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# Charlotte-Mecklenburg Schools

**Enrollment: 145,363**

**Budget: \$1,800,000**

## Communications Services

Chief Communications Officer

Administrative Assistant to Chief Communications Officer

Executive Director of Communications

Media Relations Specialist

Creative Media Specialist

Social Media Specialist

Director of Communication Strategy

Internal Communication Specialist



Editor and Manager of Internal Media

The **Communications Services** department is primarily responsible for media relations, internal communications, CMS TV programming, district web (internet and intranet) and social media sites, marketing/branding initiatives, community engagement efforts, parent notification system management and district employee engagement efforts.

**Consultants:** Mobile app - \$7,000 annually, Customer service - \$20,000, Event Planning - \$40,000, Printing of handbooks/directories - \$50,000.

**Social media** is handled by the social media specialist but the media relations team also supports. One hundred percent a week is the average amount of time spent on social media for the full time specialist.

## Social Media At-A-Glance:

	
21,000 likes	32,000 followers

# Clark County School District

(Las Vegas, NV)

**Enrollment: 320,000**

**Budget: \$920,000**

## Communications Office

Chief Communications Officer

Communications Director

Communications Manager

Communications Assistants (2)

District Photographer

Public Information Officers (3)


Office Manager

The **Communications Office** responsibilities include: write and distribute press releases, photo release, media advisories; produce and distribute internal and external publications; plan and attend all district events; respond to all media requests; staff the Superintendent and district executives for all media interviews and events; brand management; manage all district social media; provide media training to executives and employees and provide support to the school board via talking points, messaging and scheduling media interviews.

**Consultants:** Media firm - \$40,000 to produce bi-weekly education TV show, which airs on local PBS station.

**Social media** is handled by the communications assistant, but all department staff has access and can participate in posting. Twenty hours a week is the average amount of time spent on social media.

## Social Media At-A-Glance:

				
5,063 likes	6,506 followers	N/A followers	300 followers	N/A followers



# Columbus City Schools

**Enrollment: 51,000**

**Budget: \$543,000**

## **Office of Communications and Media Relations**

Director

Communications Manager

Communications Secretary

Communications Specialist - Electronic Media

Communications Specialist - Print Media


FACTLine Coordinator

The **Office of Communications and Media Relations** goal is to advance the reach and reputation of Columbus City Schools by promoting the accomplishments of students, staff, schools, and school district, and vital information to the public, using an array of internal and external communication vehicles; in support of the mission and vision for Columbus City Schools.

**Consultants:** Contracted services - \$300,000

**Social media is** handled by the communications specialist - electronic media. Twenty hours a week is the average amount of time spent on social media.

## **Social Media At-A-Glance:**

		
7,448 likes	7,564 followers	55 subscribers



# Dallas Independent School District

**Enrollment: 161,000**

**Budget: \$1,200,000**

**Communication Services**

Chief of Communications

**Marketing Services**

Director  
 Manager  
 Marketing Coordinator (2)  
 Photographer/Social Media Coordinator (2)

**News and Information**

Executive Director  
 Director  
 Coordinator  
 Specialist

**Internal Communications**

Director  
 Communications Coordinator (2)

**Web Services**

Web Services Manager  
 Web Specialist  
 Coordinator of The Hub (E-newsletter)

**Dallas Schools Television- DSTV**

Director  
 Senior Producer  
 Producer (3)  
 Broadcast Engineer  
 Master Control Operator

**Marketing Services** is responsible for communicating internally and externally with community and stakeholders through publications, marketing and advertising, e-newsletters, a dedicated news website, social media and photography.






**News and Information-** Dallas ISD’s News and Information staff strives to provide local, state and national media with accurate and timely information and news about the Dallas Independent School District.

**Web Services** provides web site design and organization, content management and web application development.

**Translation Services** provides language support to schools and parents to assist in communicating academic information and promote participation in all school-related activities.

**Dallas Schools Television (DSTV)** supports the production of compelling videos and news pieces that visually express the efforts of Dallas ISD.

**Social Media At-A-Glance:**

 32,392 likes	 31,800 followers	 10,680 subscribers	 N/A followers	 3,552 followers
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# Denver Public Schools

**Enrollment: 90,150**  
**Budget: \$1,400,000**

## Communications Office






- Chief Communications Officer
- Director of Policy and Executive Communications
- Director of Media Relations
- Director of Marketing and Digital Communications
- Director of Multicultural Outreach, Language & Outreach Services
- Director of Internal Communications
- Policy Communications Manager
- Human Resource Communications Manager
- Family and Community Engagement Communications Specialist
- Teacher Communications Specialist
- Principal Communications Specialist
- Human Resource Communications Specialist
- Media Relations Manager
- Executive Producer
- Web Communications Manager
- Web Communications Specialist
- Regional Marketing Specialist (2)
- Intranet Manager
- Internal Communications Specialists (2)
- Event Specialist
- Outreach Manager
- Translations Supervisor
- Community Outreach Coordinators (2)
- Linguist (8)
- Interpretations Supervisor
- Interpreter/Scheduler (2)
- Communications Office Manager

The **Communications Office** provides media relations, crisis communications, internal communications, executive communications, marketing and digital communications guidance and support to central office and schools. Provides interpretation, translation and multicultural outreach to non-English speaking students and families.

**Consultants:** Graphic design, General Communications

**Social media** is handled by multiple people. Fifteen hours a week is the average amount of time spent on social media.

### Social Media At-A-Glance:

				
9,686 likes	6,894 followers	353 subscribers	N/A followers	N/A followers



# Des Moines Public Schools

**Enrollment: 33,000**

**Budget: \$350,000**

## Community Relations

Director of Community and Public Affairs  
Communications Officer  
Graphic/Web Designer  
Writer

DMPS-TV Director  
DMPS-TV Engineer  
DMPS-TV Videographer/Photographer

The Des Moines Public Schools **Communications & Public Affairs** office oversees and manages a variety of media projects for the school district. This includes the design and content development of the district's web site; the design of school and program web sites; the management of the district's multiple social media pages; the publication of a weekly e-newsletter; the production of a variety of special publications and graphic design projects; the management of a cable television station, DMPS-TV (including School Board meeting broadcasts as well as other original programming); the coordination of various paid marketing efforts; and coordinating news media relations. In addition, the staff supports the district's legislative and policy efforts.

**Consultants:** Juicebox Interactive, for web site support, primarily programming various functions within the site. - \$30,000 a year.

**Social media is** handled by all communications staff who are provided access to social media accounts. The director of communications does most Facebook and Twitter posts; the videographer/photographer does most YouTube and Instagram posts.

## Social Media At-A-Glance:

				
26,000 likes	12,000 followers	670 followers	N/A followers	N/A subscribers



# Detroit Public Schools

**Enrollment: 47,227**

**Budget: \$1,101,730**

## Communications

Chief Communications Officer

Press Secretary

PR Coordinator

Radio/Television Supervisor/Videographer

Ombudsperson/Parent Engagement Director

Office Manager

The **Communications Department** is responsible for all internal and external district communications, as well as all enrollment marketing initiatives, print and online publications and newsletters, social media, executive level communications, event planning, partnerships and volunteers and all parent engagement activities. The department also oversees the district's radio and television studios.

**Consultants:** Graphic Designer - \$7,500, Creative - \$16,000

**Social media** is handled by multiple team members. Five to eight hours a week is the average amount of time spent on social media.

## Social Media At-A-Glance:

					
4,329 likes	5,720 followers	N/A subscribers	N/A followers	N/A followers	N/A followers



# Duval County Public Schools

## (Jacksonville, FL)

**Enrollment: 120,000**

**Budget: \$1,940,078**

### Communications Department

#### **Public Relations and Marketing**

Assistant Superintendent, Communications

Director, Marketing

Supervisor, Media and External Communications Relations

Internal Communications Support Technician

Executive Secretary IV

#### **Web and Visual Communications**

Supervisor, Web Communications

Supervisor, Video Production

Coordinator, Video Production

Graphics Support Technician

Switchboard PBX Operator (2)

The **Communications Department** works collaboratively with the superintendent, board, and schools to strengthen and build a culture that increases confidence, awareness, engagement, brand equity, and customer service.

**Social media** is handled by two staff members. Seventy minutes a week is the average amount of time spent on social media.

### Social Media At-A-Glance:

 6,049 likes	 5,353 followers	 244 subscribers	 38 followers	 5,439 followers	 Instagram 684 followers
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# East Baton Rouge Parish School System

**Enrollment: 43,000**  
**Budget: \$187,452**

## Communications Department

### **Executive Director of External Communications**

The **Communications Department's** consists of one individual, the executive director of external communications. The individual is responsible for most media relations activities, providing communications, media relations and marketing advice, counsel and direct services to principals and schools, providing writing and photography support for the website and social media outlets, providing communications and media relations professional development for principals and senior management, providing video production support, and providing speech writing and other writing support for the organization.

**Consultants:** Henderson Media, LLC (video production for all district graduations ) - \$15,600, Hometown Productions (production of 'Day in the Life of a School' videos) - \$37,000

**Social media** is handled by multiple staff members.

### **Social Media At-A-Glance:**

		
334 likes	667 followers	56 subscribers



# Guilford County Schools

## (Greensboro, NC)

**Enrollment: 72,300**

**Budget: \$2,800,000**

### District Relations




Director of Communications  
Program Administrator-Internal/External Communications  
Program Administrator-Media Relations  
Manager, GCSTV  
Program Administrator-GCSTV and Digital Media  
Director of Community Relations  
Program Administrator-Community Relations  
Director of Guilford Parent Academy and Parent Engagement  
Program Administrators/Coordinators (3)

The **District Relations** manages and coordinates the district's strategic relationships with internal and external stakeholders. These stakeholders include employees, parents, partners, volunteers, the media/reporters, business and community leaders and representatives, and elected officials, among others. DR also develops strategic public relations and marketing plans, provides public relations and communications counsel; provides professional development to GCS leaders, principals and school personnel regarding public relations, media relations, employee communications, school marketing, and related topics. DR leverages GCS communication channels as needed to increase awareness, influence and improve perceptions and opinions, and achieve desired actions in support of public education.

**Consultants:** Graphic design and production, photography, videography and editing, public opinion research and polling, survey tools, freelance writing, grant evaluations, grant writing, marketing assistance - \$190,000

**Social media** is handled by multiple people in the department. In addition, the district uses a content aggregator to upload content to multiple sites simultaneously. The amount of time spent on social media can vary, but the district attempts to post daily.

### Social Media At-A-Glance:

 14,128 likes	 27,711 followers	 22,000 video views
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# Houston Independent School District

**Enrollment: 215,000**

**Budget: \$8,304,195**

## **Office of Communications**

Chief Communications Officer

General Manager of Strategic Communications

General Manager of Communications, Bond and Business Operations

Senior Manager of Communications

Senior Executive Secretary

## **Media Relations**

Manager

Senior Media Relations Specialist

Media Relations Specialist

## **Strategic Partnerships**

General Manager

Senior Manager, Community Partnerships

Manager, Information Center

Special Events Planner

Community Relations Liaison

VIPS (Volunteer in Public Schools) Program Administrator

Partnerships Liaisons (4)

## **Multimedia**

Multimedia Manager—Video

Videographers/Producers (4)

Senior Multimedia Technician (1)

Human Resources Communications Manager

Multimedia Manager—Web/social media

Web Administrator/Social Media (2)

Team Lead, Web and Mobile Design

Web Designers (2)

Writers (3)

Graphic Designers (1)

Senior Communications Specialist, Human Resources

## **Family and Community Engagement (FACE)**

Assistant Superintendent of FACE

Strategic Communications Manager

FACE Specialists (9)

Business Operation Team Lead

## **Translation Services**

Manager

Translators (5)

## **Bond and Business**

Senior Manager

Web Designer

Senior Writer (2)





# Houston Independent School District

The HISD **Office of Communications** coordinates internal and external districtwide communications and strategic partnerships to increase transparency, support, and confidence in HISD and to assist with the recruitment of highly effective teachers, principals, and district administrators. The Office encompasses: Multimedia, Bond and Business, Translation Services, Strategic Partnerships, and Family and Community Engagement. Media Relations works closely with the Office of Communications but reports to the HISD Chief of Staff and falls under a different budget string.

**Multimedia Services** maintains the district’s website and social media channels, and works with schools to help them create robust and interactive websites and social media channels for recruitment, marketing, and two-way communication with parents.

The **Bond and Business** team provides communications support the departments of Construction & Facilities Services, Nutrition Services, Transportation, Police and Business Assistance. Responsibilities include all messaging related to the district’s \$1.89 billion bond program, which is building or renovating 40 schools across the district.

**Translation Services** provides language support to schools and parents to assist in communicating academic information and promote participation in all school-related activities.

**Strategic Partnerships** help to identify, develop, engage, and integrate external resources to support schools, students, and their families to increase student achievement. The department’s divisions or activities include: Community Engagement, HISD Information Center, Special Events, Special Projects, and Volunteers in Public Schools.

**Family and Community Engagement** or FACE fosters positive relationships between schools, families, and the Houston community.

**Social media** is handled by the web content administrator, but everyone on the team contributes and will post to Twitter when out at district or school events. Twenty hours a week is the average amount of time spent on social media.

## Social Media At-A-Glance:

				 Instagram		
10,802 likes	36,447 followers	437,102 video views	1,103 followers	481 followers	579 followers	665,607 video plays



# Indianapolis Public Schools

## Public Relations Division

Chief Strategist  
Director of Development  
Public Relations Coordinator  
Digital Marketing Coordinator  
Editorial Content Coordinator  
Media Relations Coordinator  
Graphic Designer  
Administrative Specialist Accounting  
Crispus Attucks Museum Curator  
Service Center  
Executive Assistant

The **Public Relations Division** (PRD) of Indianapolis Public Schools excitedly offers support to our customers – schools, central services, Board members, parents and our community – making it easy to get the word out or get the answers you need.






PRD’s experts in the areas of digital marketing, media relations, editorial content, public relations and event coordination ensure the message of district offerings and achievements is consistently shared online, on radio and TV, in print and in community outreach, and they support schools’ efforts to do the same.

Our dedicated champions for each Learning Community (East, West, and Magnet) work closely with their schools to promote and highlight the great teaching and learning and the rewarding activities happening every day all over the district.

Our friendly and fast service center answers questions and resolves problems quickly, efficiently and without sending people through the gauntlet of an electronic switchboard or into voice mail purgatory.

Our efficient mail center puts a stamp of organization on services such as truck mail delivery to and from schools, bulk and certified mailing needs, and receiving and sending warehouse supplies.

## Social Media At-A-Glance:

				
5,290 likes	6,932 followers	52 subscribers	57 followers	964 followers



# Jackson Public Schools

**Enrollment: 29,000**

## **Public and Media Relations**

Executive Director of Public and Media Relations

Partners in Education Director

Graphic Arts Director

Web Manager

Instructional Television Coordinator

Communications Specialist

Secretary

Receptionist

The **Public and Media Relations Office** supports the mission and vision of Jackson Public Schools. We strive to improve stakeholder satisfaction and support by providing consistent, timely and accurate information while making the most of opportunities for effective, two-way communication with our community as we aim to increase student achievement.

**Social media** is handled by multiple people. Twenty hours a week is the average amount of time spent on social media.

## **Social Media At-A-Glance:**

		
<b>1,731</b> likes	<b>3,151</b> followers	<b>148</b> subscribers



# Kansas City Public Schools

**Enrollment: 16,000**

**Budget: \$817,215**

## **Office of Student, Family and Community Engagement**

Chief Communications and Community Engagement Officer

Coordinator of Public Relations and Marketing

Graphic Design Specialist

Videographer

Coordinator of Partner in Education and Volunteers

Director of Parent and Family Engagement





Director of Government Relations

The **Office of Student, Family and Community Engagement** is responsible for advancing the vision and mission of Kansas City Public Schools by ensuring effective, timely and interactive communications with students, families, staff, business and community organizations.

**Consultants:** Marketing Agency - \$100,000

**Social media** is handled by multiple people. Fifteen hours a week is the average amount of time spent on social media.

## **Social Media At-A-Glance:**

			
2,700 likes	300 followers	30 subscribers	N/A connections



# Long Beach Unified School District

**Enrollment: 80,000**

**Budget: \$350,000**

## **Public Information Office**

Director of Public Information

Public Information Assistant

District Webmaster

The **Public Information Office** primarily oversees media relations, publications and the school district's main website content management and design. The office also provides additional communications support to all departments and schools.

**Social media** is handled by multiple people. Two hours a week is the average amount of time spent on social media.

## **Social Media At-A-Glance:**



**1,200**  
followers



# Metropolitan Nashville Public Schools

**Enrollment: 85,000**  
**Budget: \$1,300,000**






## Communications

Chief Communications Officer  
Director of Communications  
Communications Specialist  
Communications Assistant  
Multi-Media Design Specialist  
Web Content Specialist (2)

The **Communications** Office manages media relations, social media, district website, school website support and evaluations, public records requests, and various publications, marketing and special events functions.

**Social media** is handled by the communications specialist and web content specialist (bilingual social media).

## Social Media At-A-Glance:

 26,318 likes	 23,400 followers	 N/A subscribers	 N/A followers	 Instagram 964 followers
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# Milwaukee Public Schools

**Enrollment: 77,391**

**Budget: \$1,404,518**

## Department of Community Engagement

Executive Director of Community Engagement

Graphics Coordinator

Media Specialist

Communications Analyst

Communications Associate

Communications Coordinator

Administrative Support Associate

Webmaster

Marketing Coordinator

The **Department of Community Engagement** works to promote Milwaukee Public Schools, provide the community with important information about MPS, and seek support (human capital and financial) to support the students, programs and projects of Milwaukee Public Schools. The office works through a wide variety of media and print platforms with a focus on creating and reinforcing a positive image of MPS that reflects our achievements and our challenges.

**Consultants:** Creative Marketing Associates - \$88,000 over three years,  
Northwoods Software (website maintenance) - \$34,800, Video production - \$40,000

**Social media** is handled primarily by the communications associate and the webmaster. Eighty hours a week is the average amount of time spent on social media including website maintenance.

## Social Media At-A-Glance:

						
5,630 likes	9,388 followers	113 subscribers	297 likes	71 followers	832 followers	N/A followers



# Oklahoma City Public Schools

**Enrollment: 46,000**

**Budget: \$1,200,000**

## **Communications and Community Relations**

Senior Communications and Community Relations Officer  
Manager of Creative Services  
Executive Administrative Assistant  
Community Relations Manager  
Community Relations Coordinator  
Bilingual Community Relations Specialist  
Bilingual Public Relations Specialist

Director of Media Services  
Graphic Design Specialist  
Copy Technician  
Press Operator I  
Press Operator II  
Bilingual District Receptionist

The **Communications and Community Relations** team supports the administration with counsel, crisis communications, public relations campaigns and media relations. In addition to addressing media requests, the Communications and Community Relations office handles Open Record Requests. It also organizes, facilitates, and communicates results from community meetings and focus groups. Event planning at the district level and customer service training is also organized by the Communications and Community Relations team. The Communications Office also produces and/or supervises all printed materials for the district. This includes designing and producing pieces such as: the student-parent handbook, graduation programs for every high school in the district, business cards, letterhead and envelopes, the district calendar, and the district's statistical profiles. Copying services are also a function of the Communications and Community Relations Office. This includes copying all board related agendas, minutes, and other non-color copying requests. Additional district services provided by the Communications and Community Relations office include: graphic design, district web page development and maintenance, district switchboard/reception, copy services, printing (1 color press) and mailings (school/interoffice mail and U.S.). The Community Relations section of the department oversees community partnerships, volunteers, tutors, mentors and event planning.

**Consultants:** PR Firm - \$15,000

**Social media** is handled by multiple people, but primarily the creative services manager and media services director. Fifteen hours a week is the average amount of time spent on social media.

## **Social Media At-A-Glance:**

		
5,500 likes	5,800 followers	N/A subscribers





# Omaha Public Schools

**Enrollment: 52,025**

**Budget: \$700,000**

## District Communications Office

Director

Communications Technician

Video Journalist Technician / Social Media

Bilingual Secretary

The **District Communications Office** exists to support Omaha Public Schools in its efforts to communicate with external and internal stakeholders.

**Social media** is handled primarily by the video journalist technician. Ten to 20 hours a week is the average amount of time spent on social media.

## Social Media At-A-Glance:

		
3,050 likes	3,500 followers	74 subscribers

# Orange County Public Schools

(Orlando, FL)

**Enrollment: 191,942**

**Budget: \$2,255,384**

## **Public Relations**

Director  
Administrative Specialist  
Finance/Payroll Clerk

## **Public Relations Office**

Senior Administrator  
Senior Manager  
Senior Specialist  
Graphic Arts Coordinator (2)

## **Community Resources Office**

Senior Manager  
Senior Specialist (2)  
Events Coordinator  
Personnel/Benefits Clerk (2)  
Support Services Clerk

## **Public Information Office**

Senior Specialist  
Administrative Secretary  
Customer Relations Clerk (3)

## **Media Relations Office**

Senior Manager  
Senior Specialist





## **Video Services Office**

Senior Manager  
Senior Tech Support Representative  
Video Producer/Director (2)  
Video Production Tech (3)  
Secretary

The **Public Relations** department executes internal and external communication and public relations work, employee recognition programs, media relations, public information services, sales and marketing, video production and broadcasting, volunteer and business partner relationships, graphic design, social media, web content and collateral media production.

**Social media** is handled by multiple people. Four to six hours a week is the average amount of time spent on social media.

## **Social Media At-A-Glance:**

			
8,157 likes	2,450 followers	554 subscribers	N/A followers



# School District of Palm Beach County

**Enrollment: 183,000**

## Department of Communications and Engagement

Chief Strategic Communications and Engagement Officer

Communications and Marketing Manager

Executive Communications Coordinator

Online Communications Coordinator

The Education Network Station Manager

Engagement Specialist for Haitian Community Outreach

Engagement Specialist for African-American Community Outreach

District Business and Community Partnership Coordinator

Public Records Management Coordinator

Secretary for Public Records

Executive Assistant

Engagement Manager

Communications Specialist

Media Relations Specialist

Marketing Specialist

Graphic Designer

District Volunteer Coordinator

Volunteer Program Assistant

PBX Operators





Secretary for Public Records

The **Department of Communications and Engagement** is charged with engaging all of the district's diverse communities and informing all public of district policies, programs, services, successes, challenges and opportunities. We invite you to learn more about how we help schools and departments inform and engage their communities.

**Consultants:** Advertising Agency - \$10,000 per year, Graphic Design - \$10,000 per year, Content Writers - \$10,000 per year, Public Relations Agency - \$9000 Community Engagement Resource - \$9,500 per year, Photographer - \$300 per year

**Social media** is handled primarily by the communications specialist. Fifteen to 20 hours a week is the average amount of time spent on social media.

## Social Media At-A-Glance:

			
13,348 likes	3,529 followers	956 subscribers	99 followers



# School District of Philadelphia

**Enrollment: 135,000**

**Office of Communications**

Chief of Communications  
Senior Communications Officer  
Executive Assistant

The **Office of Communications** provides a link between internal and external stakeholders by conveying the School District of Philadelphia’s key policies, programs, and messages. Our office plays a critical role in informing and engaging the public through coordinated partnerships, media relations, public speaking forums, web communications, and publications.

**Social media** is handled by all staff members. Ten to 20 hours a week is the average amount of time spent on social media.

**Social Media At-A-Glance:**

 29,000 likes	 10,100 followers	 153 subscribers	 Instagram N/A followers
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# Pittsburgh Public Schools

**Enrollment: 25,504**

## Office of Public Information/ Division of Communications and Marketing

Public Information Officer

Communications Officer

Project Assistant

The **Division of Communications and Marketing** and the **Office of Public Information** promotes and protects the image and reputation of Pittsburgh Public Schools. We do so by developing and implementing clear, consistent and engaging strategies that enhance public understanding of PPS, effectively inform and prepare families for the start of school and key moments in time such as parent teacher conferences and graduation.

Both offices offer a variety of communications services, tools, and strategies to support schools and departments. Our team has expertise in strategic communication, media relations, crisis communication, event planning, project management and content creation. It is our goal to ensure families, staff, community members and the media receive accurate and timely information.

**Consultants:** CPI Creative (graphic design), Beckham Media (television production)

**Social media** is handled by mutiple staff members.

### Social Media At-A-Glance:

			
8,132 likes	6,330 followers	58 followers	901 followers



# Portland Public Schools

**Enrollment: 48,459**

**Budget: \$1,458,492**

## Community Involvement and Public Affairs

Chief of Communications & Public Affairs

Public Information Officer, Senior Communications Officer

Senior Communications Manager, Family & Employee Communications

Communications Manager, Social Media & Special Projects

Staff Writer, Communications Manager

Graphic Design Manager

Graphic Design Coordinator

Community Relations Manager

District Ombudsman






Confidential Executive Assistant

The mission of the **Community Involvement and Public Affairs** office is to increase student achievement and improve school performance by forging a stronger and more culturally competent partnership between Portland Public Schools and its families, community and employees.

**Consultants:** Photographers and graphic design - \$20,000 - \$30,000 per year.

**Social media** is handled by the communications manager, social media and special projects. Twenty-five hours a week is the average amount of time spent on social media.

## Social Media At-A-Glance:

				
19,600 likes	5,100 followers	300 subscribers	N/A followers	N/A followers



# Providence Public Schools

**Enrollment: 24,000**  
**Federal Budget: \$226,235**  
**Local Budget: \$294,958**

## Office of Communications



Director  
Parent and Public Information Specialist  
Spanish Translator  
Clerk

The Providence Public Schools **Office of Communications** handles media relations (including crisis communications and management); social media; publications; internal and external communications; Spanish translation and management of vendors for translation to other languages as needed; speechwriting; editorial services and support to senior administrators; graphic design support to schools and other district offices; advertising; Web site management (using a CMS) and technical support/training for schools' designated Web Information Providers; special events support; and, of course, more as the need arises. These services are provided by this office for the central administration office AND all 39 of our schools.

**Consultants:** Writer - \$36,400

**Social media** is a shared duty by the parent and public information specialist and the director. Three to four hours a week is the average amount of time spent on social media.

### Social Media At-A-Glance:

 2,969 likes	 1,177 followers	 300 subscribers	 104 followers
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# Rochester City School District

**Enrollment: 28,707**

**Budget: \$795,000**

## **Communications**


Chief Communications Officer  
Foreign Language Translator  
Graphic Artist  
Senior Communications Assistant  
Senior Technical Director  
Telephone Operator  
Television Production Specialist

The Department of **Communications** produces messaging and materials to share district-level and school information with a variety of stakeholder audiences.

**Consultants:** Schoolwires (web hosting / maintenance) - \$41,000,  
Blackboard Connect (mass notification) - \$35,000, Meltwater News (media monitoring) - \$8,000

**Social media** is handled by the senior communications assistant. Six hours a week is the average amount of time spent on social media.

## **Social Media At-A-Glance:**

		
2,826 likes	1,226 followers	54 followers





# Sacramento City Unified School District

**Enrollment: 43,000**  
**Budget: \$173,687** (not including salaries)

## Communications Office

Chief Communications Officer  
Manager  
Webmaster  
Administrative Assistant

The **Communications Office** is responsible for promoting the good work of students, teachers, principals and staff via several communication tools, including the E-Connection electronic newsletter, press releases, social media and website postings, cable access television and Connect-Ed phone calls. The department also produces promotional materials including posters, videos, brochures and pamphlets, provides support to school websites and provides various internal communication services.

**Consultants:** Digital deployment - \$8,000 per month

**Social media** is handled by multiple people. Five hours a week is the average amount of time spent on social media.

## Social Media At-A-Glance:

		
1,811 likes	800 followers	70 subscribers



# San Diego Unified School District

**Total Enrollment: 129,000**

District Schools: 109,000 • Charter Schools: 20,000

## Communications Office

Communications Director

Communications Specialist

Webmaster

Multimedia Specialist

Prop S&Z Communications Supervisor

Print Services Supervisor

Administrative Assistant

The **Communications Office** is responsible for media relations, employee communications, district website and intranet, board meeting TV broadcasts, bond project communications, crisis communications, mass notification system, special events, graphics design and publications, both print and online and social media.

**Social media** is a shared responsibility between the director, webmaster and communications specialist. Eight to 10 hours during the week and on weekends is the average amount of time spent on social media.

## Social Media At-A-Glance:

 666 likes (superintendent page)	 5,703 likes (district page)	 10,100 followers	 271 followers	 188 followers	 Instagram 150 followers	 N/A followers
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# San Francisco Unified School District

**Enrollment: 56,000**

**Budget: \$552,649**

## **Public Outreach and Communications Department**

Chief of Communications

Public Relations Manager

Internal Communications Manager





Online Communications Coordinator

Public Relations Assistant

- Facilitate the district's timely and accurate response to an average of 2,000 unique requests annually from members of the media.
- Share information about school site and District news through producing media events, web based and print publications, and through social media.
- Support principals and other district leaders with communications planning and execution, e.g., priority initiatives and crisis communications.
- Interacts directly with media outlets on a daily basis.
- Maintain and develop SFUSD's tri-lingual external website, which receives an average of 100,000 unique visitors monthly.
- Supports over 100 website content owners district-wide and conducting site audits and user studies to inform site improvements.
- Reviews and approves community agency requests to distribute information and coordinate the employee recognition (RAVE) program.

**Social media** is handled by the online communications coordinator. Daily tweets from our office can be done by any communications staffer. Six hours a week is the average amount of time spent on social media, which can possibly double during a crisis situation.

### **Social Media At-A-Glance:**

			
1,568 likes	6,193 followers	49 subscribers	N/A followers



# Santa Ana Unified School District

**Enrollment: 56,000**

**Budget: \$419,030**

## Communications

Chief Communications Officer

Department Secretary






Media Specialist

Media Technician

The **Communications Office** is responsible for strategically communicating district information with an array of methods and resources to internal and external audiences. The department is a resource to assist other departments with messaging and marketing to promote the programs, opportunities and important issues relating to the district.

**Social media** is handled by multiple persons including staff in the Communications Office. Two and a half hours a week is the average amount of time spent on social media.

## Social Media At-A-Glance:

			 <i>Instagram</i>	
2,200 likes	760 followers	86 subscribers	155 followers	N/A followers



# Seattle Public Schools

## **Office of Public Affairs**

Chief Communications Officer  
Communications Manager  
Media Relations Specialist  
Communications Specialist, External  
Communications Specialist, Facilities & Capital  
Communications Specialist, Curriculum & Instruction (C&I)  
Executive Administrative Assistant

The **Office of Public Affairs**, also referred to as Communications, provides Seattle Public Schools with a variety of communication services, tools and strategies. The office specially aims to:

- Share information about our schools and students through multiple forms of media and in many languages
- Build support for our schools by forming partnerships with families and community members.
- Engage community members by organizing many opportunities for people to share their thoughts, provide input, and partner with us to serve all students.
- Build capacity for school and central staff to share information through newsletters, web sites, social media, phone messages, and community gatherings.
- Provide clear and timely crisis communications during inclement weather, natural disasters, or other emergencies.

### **Social Media At-A-Glance:**

 7,776 likes	 1,889 followers	 <i>Instagram</i> 251 followers
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# Shelby County Schools

## (Memphis, TN)

**Enrollment: 110,000**

**Budget: \$1,050,000** (not including salaries)

### Communications Office

Chief of Communications  
External Communications Manager  
External Communications Analyst  
Internal Communications Manager  
Internal Communications Analyst  
Webmaster  
Graphic Services Specialist  
Graphics Advisor  
Administrative Assistant

The mission of the **Communications Office** is to support the District's commitment to student achievement by ensuring all stakeholders have access to relevant information about: the District's strategic goals and priorities; student, school and organizational performance; and engagement opportunities. Through the integration of media relations, internal communications, TV and radio production, social media, strategic PR support and parent and community engagement, the office supports the District's efforts to improve trust and confidence internally and externally, as well as to recruit and retain students and highly effective teachers by: promoting the successes of students and staff; increasing awareness for notable programs and services; and highlighting opportunities for all stakeholders to get involved in our schools.

**Consultants:** KQ Communications

**Social media** is handled by the external communications analyst. Twenty-five hours a week is the average amount of time spent on social media.

### Social Media At-A-Glance:

		
17,000 likes	21,000 followers	N/A subscribers



# Toledo Public Schools

**Enrollment: 23,000**

**Budget: \$280,000**

## Communications Department

Communications Director

Communications Manager

Administrative Assistant

The **Communications Department** handles media relations, public relations, social media and event planning for the district. We also coordinate the district advertising and marketing, along with crisis communications and customer service. We also work directly with the Superintendent and his Cabinet.

**Consultants:** Advertising Agency - \$25,000, Web maintenance - \$9,200

**Social media** is handled by the communications manager. Fifteen hours a week is the average amount of time spent on social media.

## Social Media At-A-Glance:

		
675 likes	1,507 followers	N/A subscribers



# Wichita Public Schools

**Enrollment: 51,330**

**Budget: \$1,088,656**

## Division of Marketing and Communications

Division Director

Division Secretary

Communication Specialist, Media Relations

Technical Assistant, Graphic Design

Technical Assistant, Employee Recognition and Special Projects

Partnership-Mentor Coordinator

Media Productions Director/WPS-TV Station Manager

Cable Technician

Media Productions Secretary

Spanish Language Communications Specialist (5 hours per week)

Student Interns (2)

Parent and Community Support Mediator

Parent and Community Support Secretary



Producer/Director (2)

The **Marketing and Communications Division** is charged with fulfilling the mission of the district by creating and enhancing relations and outcomes that support an environment of mutual trust, two-way dialogue between the district and its stakeholders, the educational needs of all Wichita students, and positive family/community perceptions. The division includes the following departments: marketing and communications, media productions, parent/community support and partnership/mentor development.

**Consultants:** Only occasionally, based on the nature of the project. Outside consultants are not used on a regular basis.

**Social media** is handled by the division director and media specialist. A third staff person is beginning to support this work as well. Ten hours a week is the average amount of time spent on social media.

## Social Media At-A-Glance:

		
9,178 likes	6,522 followers	N/A connections





Albuquerque

Anchorage

Atlanta

Austin

Baltimore

Birmingham

Boston

Bridgeport

Broward County

Buffalo

Charleston

Charlotte

Chicago

Cincinnati

Clark County

Cleveland

Columbus

Dallas

Dayton

Denver

Des Moines

Detroit

East Baton Rouge

El Paso

Fort Worth

Fresno

Greensboro

Honolulu

Houston

Indianapolis

Jackson

Jacksonville

Kansas City

Little Rock

Long Beach

Los Angeles

Louisville

Miami-Dade

Milwaukee

Minneapolis

Nashville

New Orleans

New York City

Newark

Norfolk

Oakland

Oklahoma City

Omaha

Orange County

Palm Beach

Philadelphia

Pittsburgh

Portland

Providence

Richmond

Rochester

Sacramento

San Diego

San Francisco

Santa Ana

Seattle

Shelby County

St. Louis

St. Paul

Tampa

Toledo

Washington, DC

Wichita

