

## **2009-10 Blake Communication Information**

### **Options, deadlines and contacts for getting the good word out.**

Blake has several communications programs in place to help get the word out around school news, events, etc. Many of these overlap with options for our alumni and the general public. The programs include:

- 1) **Parent News (all-school: parents and staff), parent newsletter** — produced eight times during the year and delivered electronically via e-mail. Also posted every month on Blake's web site (Publications). Contact: Parent News editor/Parent Association representative - for 09-10, RUTH O'NEILL. Deadline: always the first of the month prior to the issue (e.g. August 1 for September issue; February 1 for the March issue).
- 2) **Parent Link (Upper School)** — produced and delivered quarterly, more or less. Also available online within BlakeNet (in the Publications section). Contact: Parent Link editor/US Parent Association representative or director of Upper School, MARC BOGURSKY. Deadline varies.
- 3) **Bearometer (Middle School)** — delivered monthly. Also available online within BlakeNet (Publications section). Contact: Middle School director JOE SEIVOLD. Deadline varies.
- 4) **Friday Folders (Lower School)** — material and updates are posted on BlakeNet weekly. Contact: Lower School office managers or ANN BELLIN. Deadline for submission of material: the Wednesday prior.
- 5) **Blake's web site ([www.blakeschool.org](http://www.blakeschool.org)) and BlakeNet (the password-protected web site for Blake community members only)** are excellent sources of news, updates and calendar of events (including locations, times). Of particular value: there are **online directories** available (with e-mail addresses) on BlakeNet. To have something posted on either of these web sites, contact CATHY MCLANE or Blake web site manager, LAURA MATTSON. (*Note: BlakeNet differs from NetClassroom which is separate password-protected web site with student records only*).
- 6) **Bear Essentials (all-school)/E-mail** - an e-newsletter/alert that goes out to all parents/guardians every Monday. Includes essential School reminders or notes only. Deadline: Friday prior. Contact: TRACY GRIMM in the communications office or the relevant division point person (Ann Bellin, Joe Seivold or Paul Menge).
- 7) **The Bulletin (all-school: alumni, faculty/staff, parents, friends of the school, etc.)** — produced twice a year, February and July. Delivered via mail but also posted on the web site (Publications). Contact: TRACY GRIMM, PR& Publications Manager. Deadline: varies by topic and by issue.

**For staff e-mail addresses please visit Blake's online directory.**