

## 2011-2012 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 e-newsletter** — produced five times during the year, e-mailed to all parents and posted on Blake's web site (Publications). Contact: parent volunteer Parent News editor/Parent Association representative - for 2011-12, RUTH O'NEILL. Contact editor for deadlines.
- 2) **the Link (Upper School)** — An e-newsletter produced for the Upper School community, emailed on approximately the 15<sup>th</sup> of the month, 7 times a year. Available online within BlakeNet (in the Publications section). Contact: the parent volunteer Link editor/US Parent Association representatives – for 2011-12, JAYNE EMORY or director of Upper School, ANNE GRAYBEAL [agraybeal@blakeschool.org](mailto:agraybeal@blakeschool.org). Deadlines: no later than the 10<sup>th</sup> of the issue month.
- 3) **Bearometer (Middle School)** — Produced monthly and released on approximately the 15<sup>th</sup> of the month. Available online within BlakeNet (Publications section). Contact: Middle School director ELIZABETH HASTINGS at [ehastings@blakeschool.org](mailto:ehastings@blakeschool.org). Deadlines: no later than the 10<sup>th</sup> of the issue month.
- 4) **Friday Folders (Lower School)** — Material and updates are posted on BlakeNet weekly. Contact: Lower School Administrative Coordinator PETER ZANTOP ([pzantop@blakeschool.org](mailto:pzantop@blakeschool.org)) or office managers Hilary Smallwood/HC ([hsmallwood@blakeschool.org](mailto:hsmallwood@blakeschool.org)) and Brenda Anderson/BC ([banderson@blakeschool.org](mailto:banderson@blakeschool.org)). 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 at [cmclane@blakeschool.org](mailto:cmclane@blakeschool.org) or Blake web site manager, LAURA MATTSON at [lmattson@blakeschool.org](mailto:lmattson@blakeschool.org).
- 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 at [tgrimm@blakeschool.org](mailto:tgrimm@blakeschool.org) in the Communications Office or the relevant division point person: Peter Zantop (LS), Elizabeth Hastings (MS) or Paul Menge (US).
- 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, eMarketing Manager, at [tgrimm@blakeschool.org](mailto:tgrimm@blakeschool.org)  
Deadline: varies by topic and by issue.