



Rock Solid Media, LLC
PO Box 486 – Galion, Ohio 44833
440-396-8475
www.rocksolidmediallc.com

Agreement for Community Relations and Marketing Services

Rock Solid Media, LLC (the “Firm”), agrees to provide Galion City Schools (the “Client”) with the services set forth herein (and as specified in the proposal and presentation), and the Client agrees to pay for such services on the following terms and conditions.

- ***Scope of Services***

The Firm will continue to implement the communications strategy that was developed during the 2018-2019 school year. As a part of that plan, the Firm will:

- Meet once per week with members of the Client’s Administrative Team and other individuals as needed at the Client’s request. The Designee will also participate in meetings deemed necessary and appropriate by the Client and Firm.

The Firm will also continue to provide the following services for the Client.

1. **Community Relations and Marketing Writing Services**, to include: (a) Feature Stories; (b) Press Releases; (c) Staff & Student Bios; (d) Performance Updates (OGT, State Testing, etc); (e) Financial Reporting; (f) Print & Electronic Newsletters; (g) Surveys & Polls; (h) Brochures; (i) Other marketing/relations pieces deemed necessary by client
 - a. The writing services will be achieved by collecting information from the Client through weekly meetings (in-person, conference call, web-based, or email) with key Client personnel, including, but not limited to: (a) Superintendent; (b) Treasurer; (c) Athletic Director; (d) Building Principals; (e) other Client personnel deemed necessary by Superintendent and/or Board of Education
 - b. Firm personnel attendance at meeting and events as deemed necessary by the Firm and the Client

- c. Internet resources for the purpose of collecting historical data, specifically the Ohio Department of Education Web Site
 - d. The majority of the writing services will be performed by the Firm off the Client's property, unless the Firm's on-site attendance is required and/or requested by the Client
2. **Research Services**, to include: (a) Surveys; (b) Focus Groups; (c) Polls; (d) Individual Interviews; (e) Entrance/Exit Interviews
- a. The research services will be conducted in one or more of the following manners: (a) Phone; (b) Email; (c) Mobile Messaging; (d) Face-to-Face; (e) Hard Mail
 - b. Locations for performance of research services will vary based upon how research is conducted and the Client's desired outcomes for the research
 - c. The Firm acknowledges and agrees that the information set forth in the educational records of the Client's students is private and subject to the protections of the Family Educational Rights and Privacy Act, 20 U.S.C. Sec. 1232g ("FERPA") and the Ohio Student Records Privacy Act, O.R.C. Sec. 3319.321, unless such information constitutes "directory information", or unless express written consent for the release of such information is given by the student's parent or guardian. The Firm and its agents and employees agree to keep confidential, and not disclose to any third party, any and all confidential student information which the Firm receives in the performance of its duties under this Agreement.
 - d. Any polling, surveying, focus groups, or other evaluations involving students shall fully comply with the Pupil Privacy Rights Amendment, 20 USC Sec. 1232h ("PPRA"). Further, the Firm covenants and agrees that it will not conduct any polling, surveys, focus groups, or evaluations of students without the express consent and written approval of the Client of such services.
3. **Training Services**, to include: (a) New Technology, including but not limited to Email, Twitter, Facebook, Blogs; (b) Ohio Career Information Services; (c) Media Relations

- a. The training services will be conducted in one or more of the following manners: (a) Organize, promote, and facilitate training conducted by Client personnel; (b) Client in-service days/hours; (c) Mock interviews, sample questions, and role playing
 - b. The training services will be performed either on-site and/or off-site, depending on the Client's desired outcomes
4. **Media Relations Services**, to include: (a) Coordinate press conferences as needed or requested by Client; (b) Serve as liaison between media and key Client personnel; (c) Generate and distribute written communication to media; (d) Increase media attendance at Client meetings and events
 5. **Special Events Services**, to include: (a) Image Campaigns; (b) Branding Campaigns; (c) Coordinate special communications projects between Client and the community; (d) Determine feasibility for Client presence at community events
 6. **Crisis Communication Services**, to include: (a) Develop and implement a crisis communication plan in coordination with the Client that can be utilized as a part of the Client's overall crisis plan; (b) Implement mobile messaging solution that improves crisis communication and provides great ease for Client's first responders to communicate
 7. **Reporting and Measurement Services**, to include: (a) Develop, implement, and provide realistic, tangible methods for measuring the Plan's results; (b) Develop goals and measurement benchmarks as part of initial development of the Client's Plan

- ***Compensation Structure***

The Firm proposes the following compensation structure for Community Relations and Marketing services outlined above.

1. Monthly Costs
 - a. \$2,000.00 per month for services outlined above
2. Additional Services/Call Out
 - a. \$100 per hour as outlined in Client proposal
3. Total Annual Costs for Client
 - a. \$24,000

The costs outlined are for a full year of service; the Firm does not anticipate any other expenditure by the Client. Expenses such as meals and mileage, as well as normal office-type expenses, are included within the costs, as the Firm believes that they are part of providing the Firm's services. The Firm would expect to be reimbursed for payments made by the Firm to third parties at the Client's request or other unanticipated out of pocket expenses, BUT ONLY IF APPROVED BY THE CLIENT IN ADVANCE.

- ***Terms and Conditions***

1. Monthly Costs are due upon receipt of monthly invoice from the Firm, Net 30
2. Monthly Costs continue immediately upon execution of this document
3. The Minimum Contract Term shall be 12 months commencing on December 1, 2018. After the initial term of the contract, a new contract may be executed to continue services at the current rate of \$24,000 annually.
4. A new contract for a term of 12 calendar months will be presented to the Client no later than 30 days prior to the end of the initial term.
5. Past-due accounts will be subject to a 10% service fee. Any invoice or account 30 days past due will cause an immediate suspension of services. If the Firm is required to institute legal proceedings to collect a past-due account, the Client will be responsible for all expenses incurred by the Firm.

6. In the case of a “Call-Out” situation, the Firm will only communicate with the Client designee, as determined by the Client’s Board of Education, via phone, email, text message, or other appropriate means of communication.

This agreement shall continue in full force and effect until terminated by the parties. Either party may terminate this agreement upon 30 days written notice to the other. In the event of such termination, the Client agrees to pay any amounts due to the date of termination. If the Client has pre-paid, the Firm shall refund the unused portion of the amount paid. Any official notice must be addressed and sent to the individuals listed below.

- Christopher S. Stone
Principal/Owner
Rock Solid Media LLC
PO Box 486
Galion, OH 44833
- Mr. James Grubbs
Superintendent
Galion City Schools
470 Portland Way North
Galion, OH 44833

Agreed to this __ day of _____, 2018.

Rock Solid Media, LLC (the "Firm")

BY: _____

Galion City Schools (the "Client")

BY: _____