

"The mass media may directly persuade us to choose a particular brand of cheese or deodorant, but they seldom persuade us to vote for a candidate or to make a major financial investment. In these cases, the media provide us with appropriate information, but our opinion leaders supply the real influence or persuasion."

Source: Phillip Emmert and William C. Donaghy, from their book, Human Communication, Elements and Content



Communications Services Office
1829 Denver West Drive, Bldg. #27
Golden, CO 80401

Key Communicator Network





It is generally agreed that public schools must depend for its strength and vigor on the support of local citizens. In turn, the interest and support of citizens depend on their understanding of school affairs.

The traditional school community relations program of "telling and selling" the public on education is outmoded. Community members are more cognizant of the role that they can and should play in the education of our children.

With this in mind, we introduce you to the concept of a key communicator network, and invite you to become involved so that Jeffco Public Schools can more effectively communicate with you and hear your opinions about the work we're doing and issues in our schools.

What is a Key Communicator Network?

It's a network of community residents and leaders whose opinions are well respected by friends, neighbors and colleagues. Currently, there are more than 1,000 respected community and business leaders, like you, who are part of the Jeffco Public Schools' Key Communicators Network.

What is the Role of a Key Communicator?

As a key communicator, you'll receive timely, factual information via a newsletter e-mailed to you about the work we're doing in and issues affecting Jeffco Public Schools. And, we encourage you to give input and share your opinions as well. The role of a key communicator is to share school district information with friends, neighbors and colleagues.

Why are Key Communicators Important?

The key communicator network is an earnest attempt to "read" the greater Jeffco Public Schools community and present accurate and timely information in a cost-conscious manner - just another method of developing two-way communication. While Jeffco Public Schools attempts to solicit community input, we may not be getting a well-rounded idea of the community's perception of school issues. We often hear from very dissatisfied or very satisfied community residents. The "middle-of-the-road" people, who represent the majority of district residents, may not be heard. The key communicator network helps keep the district's leaders aware of prevailing thoughts within the community. By knowing community perceptions and expectations, we can better respond to their needs and opinions.

How Can I Become a Key Communicator?

Complete the form below and return it to the
**Jeffco Public Schools
Communications Services Office
1829 Denver West Drive, Bldg. #27
Golden, CO 80401**

Name

Street Address

City

State

Zip

Phone

Fax

Email Address

Affiliation to the district

(i.e. PTA, CDM member, local business owner, etc.)



For more information, visit the district's communications services web site at <http://jeffco.k12.co.us> or call 303-982-6808