



NEW HAVEN PUBLIC SCHOOLS

## AGREEMENT COVER SHEET

**Cover Sheet is an Internal Document for Business Office Use**

### Please Type

Contractor full name: Hearst Communications, Inc.

Doing Business As, if applicable: Hearst Media Services Connecticut, LLC

Business Address: 301 Merritt 7, Suite 1, Norwalk, CT 06851

Business Phone: 203-842-2500

Business email: [Caroline.b.stein@hearstmediact.com](mailto:Caroline.b.stein@hearstmediact.com)

Funding Source & Acct # including location code:

Interdistrict Magnet Fund. Account number: 270-433-66-56697

Principal or Supervisor: Cari Strand

Agreement Effective Dates: From 01/09/2024-03/30/2024

Hourly rate or per session rate or per day rate.

Total amount: \$7,000 in total/ 3 month campaign

Description of Service: Please provide a one or two sentence description of the service. *Please do not write "see attached."*

*Services provided will be an email campaign in January, Facebook advertising campaigns in January-March, as well as a streaming audio/Spotify advertising campaign January-March to a targeted audience of parents in the surrounding area.*

Submitted by: Cari Strand

Phone: 203-220-6200



NEW HAVEN PUBLIC SCHOOLS

## Memorandum

**To:** New Haven Board of Education Finance and Operations Committee  
**From:** High School in the Community  
**Date:** November 21, 2023  
**Re:** Hearst Media Services Connecticut, LLC

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Please **answer all questions and attach any required documentation as indicated below**. Please have someone **ready to discuss** the details of each question during the Finance & Operations meeting or this proposal might not be advanced for consideration by the full Board of Education.

1. **Contractor Name:** Hearst Media Services Connecticut, LLC
2. **Description of Service:** Services provided will be an email campaign in January, Facebook advertising campaigns in January-March, as well as a streaming audio/Spotify advertising campaign January-March to a targeted audience of parents in the surrounding area.
3. **Amount of Agreement and hourly or session cost:** \$7,000/ 3 month marketing campaign
4. **Funding Source and account number:** Interdistrict Magnet Fund. Account number: 270-433-66-56697
5. Approximate number of staff served through this program or service:N/A
6. Approximate number of students served through this program or service:N/A
7. **Continuation/renewal or new Agreement?**  
**Answer all questions:**
  - a. If continuation/renewal, has the cost increased? If yes, by how much?
    - i. This is a renewal of a contract from 22-23 and the cost has decreased from \$10,500 to \$7,000. We have decreased our agreement because this will be our third year collaborating with Hearst and we do not need as robust marketing as we did in 2021-2022 or 2022-2023. We are also using a different funding source and would like to use funds more sparingly since these funds have multiple purposes for our school. We previously used MSAP funds for this agreement, but that grant has ended.
  - b. What would an alternative contractor cost:
    - i. Zero Gravity Marketing in Madison CT - 203-208-3309

1. META (Facebook+Instagram) \$5,000 per month
2. Spotify \$5,000 per month
- ii. PRIME Web Solutions in Hamden CT - 203-789-8229
  1. \$750 per platform per month
  2. Spotify not available - \$800 for actor
- iii. Web Services CT - Manchester CT -
  1. called and left a message, have not returned call for quote.
- c. If this is a continuation, when was the last time alternative quotes were requested?
  - i. Alternative quotes (listed above) were collected November 2023.
- d. For new or continuation: is this a service existing staff could provide. If no, why not?
  - i. No. Facebook, Instagram, and Spotify do not take purchase orders, so we cannot manage these online campaigns in house.

**8. Type of Service:**

**Answer all questions:**

- a. Professional Development?
  - i. If this is a professional development program, can the service be provided by existing staff? If no, why not?
  - ii. No,
- b. After School or Extended Hours Program?
  - i. No.
- c. School Readiness or Head Start Programs?
  - i. No.
- d. Other: (Please describe)
  - i. This three-month marketing campaign on both META (Instagram and Facebook) and Spotify is web-based advertising to support out interdistrict recruitment initiatives. Hearst Media is able to increase our reach to suburban families using targeted language, hashtags, and zip codes. Our professionally curated ads will be pushed out into META to advertise our open house dates and push families to our website.

**9. Contractor Classification:**

**Answer all questions:**

- a. Is the Contractor a Minority or Women Owned Business?
  - i. No
- b. Is the Contractor Local?
  - i. No (Norwalk, CT)
- c. Is the Contractor a Not-for-Profit Organization? If yes, is it local or national?
  - i. No
- d. Is the Contractor a public corporation?
  - i. No
- e. Is this a renewal/continuation Agreement or a new service?
  - i. Yes
- f. If it is a renewal/continuation has cost increased? If yes, by how much?
  - i. No, cost has decreased
- g. Will the output of this Agreement contribute to building internal capabilities? If yes, please explain:

- i. No

**10. Contractor Selection: In this section, please describe the selection process, including other sources considered and the rationale for selecting the contractor. Please answer all questions:**

- a. What specific skill set does this contractor bring to the project? Please attach a copy of the contractor's resume if an individual or link to contractor website if a company:
  - i. [www.hearst.com/newspapers/hearst-connecticut-media-group](http://www.hearst.com/newspapers/hearst-connecticut-media-group)
- b. How was the Contractor selected? Quotes, RFP/RFQ, Sealed Bid or Sole Source designation from the City of New Haven Purchasing Department?
  - i. Quotes
- c. Is the contractor the lowest bidder? If no, why? Why was this contractor selected?
  - i. Yes the contractor is the lowest bidder, and we have had a successful relationship with them since 2020. Each year they offer us appropriate data that is targeted towards our recruitment goals.
  - ii. Who were the members of the selection committee that scored bid applications?
    - 1. Dianna Carter, Cari Strand, Julia Melbourne
- d. If the contractor is Sole Source, please attach a copy of the Sole Source designation letter from the City of New Haven Purchasing Department.

**11. Evidence of Effectiveness & Evaluation**

**Answer all questions**

- a. What **specific need** will this contractor address and how will the contractor's performance be measured and monitored to ensure that the need is met?
  - i. Our aim is to increase diversity, enrollment, and retention of suburban students.
- b. If this is a **renewal/continuation service** attach a copy of the evaluation or archival data that demonstrates effectiveness.
  - i. See attached
- c. How is this service aligned to the District Continuous Improvement Plan?
  - i. This service aligns with the district commitment to equity and excellence, as well as college and career readiness. Magnet schools were created because diversity supports equity and better prepares students for success in a global community.

**12. Why do you believe this Agreement is fiscally sound?**

- a. Hearst Media Services Connecticut, LLC has 135 years of experience in storytelling, building community, and dissemination of information to targeted audiences. As a magnet school, we are tasked with ensuring we are decreasing racial isolation in CT and require services like those HEARST offers in order to ensure that all of CT residents know about our school and programming, so they can make a more informed decision about where to send their children for high school.

**13. What are the implications of not approving this Agreement?**

- a. We are unlikely to meet our racial isolation goals without sharing our message with a broad audience.



NEW HAVEN PUBLIC SCHOOLS

**AGREEMENT**  
**By And Between**  
**The New Haven Board of Education**  
**AND**

**Hearst Media Services Connecticut LLC**

FOR DEPARTMENT/PROGRAM:

**High School in the Community**

This Agreement entered into on the 21 day of November 2024, effective (*no sooner than the day after Board of Education Approval*), the 9th day of January, 2024, by and between the New Haven Board of Education (herein referred to as the “Board” and, Hearst Media Services Connecticut LLC located at, 301 Merritt 7, Suite 1, Norwalk, CT 06851 (herein referred to as the “Contractor”).

**Compensation:** The Board shall pay the contractor for satisfactory performance of services required the amount of \$7,000 per day, hour or session, for a total of three months.

The maximum amount the contractor shall be paid under this agreement: seven thousand (\$7,000). Compensation will be made upon submission of an itemized invoice which includes a detailed description of work performed and date of service.

**Fiscal support** for this Agreement shall be by Interdistrict Magnet **Program** of the New Haven Board of Education, **Account Number:** 270-433-66-56697 **Location Code:** 66

This agreement shall remain in effect from January 9, 2024 to March 30, 2024.

**SCOPE OF SERVICE:** *Please provide brief summary of service to be provided.*

Services provided will be a META (Instagram and Facebook) and Spotify advertising campaigns running from January to March of 2024 to a targeted audience of parents in surrounding towns.

**Exhibit A: Scope of Service:** Please attach contractor's detailed Scope of Service on contractor letterhead with all costs for services including travel and supplies, if applicable.

**Exhibit B: Student Data and Privacy Agreement:** Attached

**APPROVAL:** This Agreement must be approved by the New Haven Board of Education **prior to service start date**. Contactors may begin service no sooner than the day after Board of Education approval.

**HOLD HARMLESS:** The Contractor shall insure and/or indemnify the Board and its members, employees and agents against all claims, suits, and expenses, including reasonable attorney's fees, in connection with loss of life, bodily injury or property damage arising from any neglect act or omission of the Contractor or its employees or agents. Further, the Contractor covenants and agrees that it shall hold the Board and its members, employees and agents harmless against any and all claims, suits judgments of any description whatsoever caused by the Contractor's breach of this agreement or based upon the conduct of the Contractor, or its agents or its employees or arising out of in connection with their activities under this agreement.

**TERMINATION:** The Board may cancel this agreement for any reason upon thirty (30) days' written notice sent to the Contractor by certified U.S. mail, return receipt requested; provided however, that the Board shall be responsible to the Contractor for all services rendered by the Contractor through the last day of thirty (30) day notice period, as long as the Agreement was approved by the Board prior to the start date of service.

  
Contractor Signature

President  
New Haven Board of Education

11/21/23  
Date

\_\_\_\_\_  
Date

Caroline B Stein (Senior Account Executive)  
Contractor Printed Name & Title



NEW HAVEN PUBLIC SCHOOLS

## EXHIBIT B

### STUDENT DATA PRIVACY AGREEMENT SPECIAL TERMS AND CONDITIONS

For the purposes of this Exhibit B "directory information," "de-identified student information," "school purposes," "student information," "student records," "student generated content," and "targeted advertising" shall be as defined by Conn. Gen. Stat. §10-234aa.

1. All student records, student information, and student-generated content (collectively, "student data") provided or accessed pursuant this Agreement or any other services agreement between the Parties are not the property of, or under the control of, the Contractor.
2. The Board shall have access to and the ability to delete student data in the possession of the Contractor except in instances where such data is (A) otherwise prohibited from deletion or required to be retained under state or federal law, or (B) stored as a copy as part of a disaster recovery storage system and that is (i) inaccessible to the public, and (ii) unable to be used in the normal course of business by the Contractor. The Board may request the deletion of any such student information, student records or student generated content if such copy has been used by the operator to repopulate accessible data following a disaster recovery. The Board may request the deletion of student data by the contractor within two (2) business days of receiving such a request and provide to the Board confirmation via electronic mail that the student data has been deleted in accordance with the request, the date of its deletion, and the manner in which it has been deleted. The confirmation shall contain a written assurance from the Contractor that proper disposal of the data has occurred in order to prevent the unauthorized access or use of student data and that deletion has occurred in accordance with industry standards/practices/protocols.
3. The Contractor shall not use student data for any purposes other than those authorized pursuant to this Agreement.
4. A student, parent or legal guardian of a student may review personally identifiable information contained in student data and correct any erroneous information, if any, in such student data. If the Contractor receives a request to review student data in the Contractor's possession directly from a student, parent, or guardian, the Contractor agrees to refer that individual to the Board and to notify the Board within two (2) business days of receiving such a request. The Contractor agrees to work cooperatively with the Board to permit a student, parent, or guardian to review personally identifiable information in student data that has been shared with the Contractor, and correct any erroneous information therein.

5. The Contractor shall take actions designed to ensure the security and confidentiality of student data.
6. The Contractor will notify the Board, in accordance with Conn. Gen. Stat. § 10-234dd, when there has been an unauthorized release, disclosure or acquisition of student data. Such notification will include the following steps:

Upon discovery by the Contractor of a breach of student data, the Contractor shall conduct an investigation and restore the integrity of its data systems and, without unreasonable delay, but not more than thirty (30) days after such discovery, shall provide the Board with a more detailed notice of the breach, including but not limited to the date and time of the breach; name(s) of the student(s) whose student data was released, disclosed or acquired; nature of and extent of the breach; and measures taken to ensure that such a breach does not occur in the future.

7. Student data shall not be retained or available to the Contractor upon expiration of the contract between the Contractor and Board, except a student, parent or legal guardian of a student may choose independently to establish or maintain an electronic account with the Contractor after the expiration of such contract for the purpose of storing student generated content.
8. The Contractor and Board shall each ensure their own compliance with the Family Educational Rights and Privacy Act of 1974, 20 U.S.C. § 1232g, as amended from time to time.
9. The Contractor acknowledges and agrees to comply with the above and all other applicable aspects of Connecticut's Student Data Privacy law according to Connecticut General Statutes §§ 10-234aa through 10-234dd.
10. The Parties agree that this Agreement controls over any inconsistent terms or conditions contained within any other agreement entered into by the Parties concerning student data.

Revised: 10/2/18



**ACCOUNT INFORMATION**

Company Name High School in the Community Contact Name Dianna Carter  
 Hearst Account # 347491 Contact Email DIANNA.CARTER@new-haven.k12.ct.us

**CAMPAIGN INFORMATION**

Product	Amount	Length	Product	Amount	Length
Display			SEOStudio		
Print			Social Media	\$1,333.33/mo	3mo
Connecticut Magazine			StoryStudio		
Community Spotlight			Reputation Management		
Email Marketing			Video Creation		
Hearst Magazine(s)			Website Build		
Mapicle(s)			Streaming Audio (Spotify)	\$1,000/mo	3mo
Marketing Automation			Other		
SEM			Other		
SEO			Other		

**Additional Campaign Details** TOTAL \$7,000. January, February, & March. Jan 1st-March 31st 2024.

**CAMPAIGN INFORMATION**

Monthly Amount \$2,333.33 Total Campaign Amount \$7,000

**CLIENT AUTHORIZATION**

Authorized Name Dianna Carter Signature  
 Date

By signing above, Customer agrees to purchase and pay for the above advertising and digital marketing services from the Hearst DMS (the "Company"), as referenced above, subject to the Company's current rate cards, and the terms and conditions attached hereto and expressly incorporated herein by reference, found at: <https://hearstdmsterms.com/> and, where applicable, found at: [HNP Cannabis Advertising Rider](#). The services will be billed monthly as detailed in the form above. For your convenience, this agreement will automatically renew at the end of the initial twelve-month term for additional 30-day periods. For any agreement terminated prior to the end of the initial term, the following charges will apply: (a) the unpaid amounts relating to any website build, and (b) 10% of the remainder of all other fees due for the period following the effective date of termination. All such amounts will be due and payable to Company within 30 days of termination. All set-up fees charged in connection with this agreement are non-refundable. The individual who executes this agreement represents that he or she is expressly authorized to bind the Customer on whose behalf the commitments set forth herein are made.

# High School in the Community of New Haven

## 2021 - 2023 REPORTING

## Social Media

### 2021 (Jan - June) | HS in the Community

Results 2,931	Clicks 6,004	Reach 265,773
Impressions 362,821	Engagements 3,404	Performance by Device 95% Mobile 3% Tablet 2% Desktop

Results = Link Clicks

#### TARGETING & DEMOGRAPHICS

**Location - living in:**  
United States: East Haven (+10 mi), New Haven (+10 mi), West Haven (+10 mi) Connecticut

**Age:** 35 - 65+

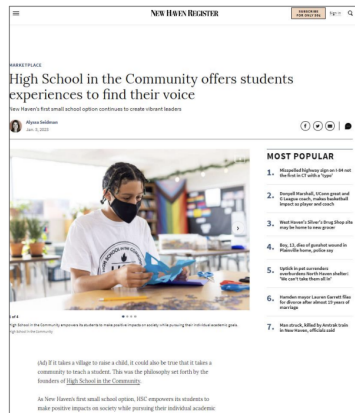
**Gender:** All genders

**People who match:**  
Interests: School, High school diploma, open house or High school, Parents: Parents with preteens (09-12 years)

## Community Spotlight

January 2023 | [Link here](#)

**Article**  
Impressions | 325,002  
Clicks | 207  
CTR | 0.06%



## Social Media

### 2022 (Jan - April) | HS in the Community

Results 2,619	Clicks 4,416	Reach 159,706
Impressions 189,731	Engagements 2,788	Performance by Device 93% Mobile 6% Tablet 1% Desktop

Results = Link Clicks

#### TARGETING & DEMOGRAPHICS

**Location - living in:**  
United States: East Haven (+10 mi), New Haven (+10 mi), West Haven (+10 mi) Connecticut

**Age:** 35 - 65+

**Gender:** All genders

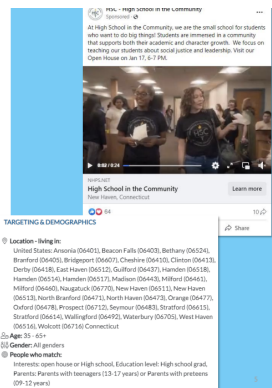
**People who match:**  
Interests: School, High school diploma, open house or High school, Parents: Parents with preteens (09-12 years)

## Social Media

### 2023 (Jan - March) | HS in the Community

Results 352,880	Clicks 1,638	Reach 352,880
Impressions 379,485	Engagements 628	Performance by Device 95% Mobile 3% Tablet 2% Desktop

Results = Reach



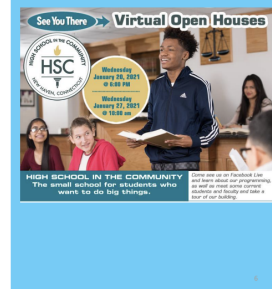
## Email Blast

### 1/19/2021 | HS in the Community

Delivered 50,000	Opens 10,474	Open Rate 20.95%
Clicks 1,077	CTR 2.15%	Clicks to Opens 10.28%

Guaranteed CTR = 2.00%  
AVG Open Rate = 13-18%

**Subject Line:** Facebook Live Open Houses Taking Place Now!



## Email Blast

### 1/20/2022 | HS in the Community

Delivered 50,000	Opens 10,862	Open Rate 21.72%
Clicks 1,130	CTR 2.26%	Clicks to Opens 10.40%

Guaranteed CTR = 2.00%  
AVG Open Rate = 13-18%

**Subject Line:** The small school for students who want to do big things

