

# Proposal for: District Marketing Support

June 18, 2024



Superintendent Dr. PJ Caposey

206 South 10<sup>th</sup> Street

Oregon, IL 61061

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Prepared by: Pam Maher, President/KMK Media Group, Inc.

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June 18, 2024

Superintendent Dr. PJ Caposey  
OCUSD 220  
206 South 10<sup>th</sup> Street  
Oregon, IL 61061

Dear PJ,

Congratulations on beginning your new position with OCUSD! We're thrilled to have partnered with OCUSD and with you in the past and look forward to supporting you and the district's new strategic initiatives.

Our ability to create the right message to capture regional media attention while utilizing our newsroom relationships result in positive news promoting OCUSD 220.

Our skilled team of creatives can also help you visually message the district moving forward. I've modified our annual agreement to allow for a broader level of marketing support in the coming year.

It is our pleasure to continue working with you, your administrative team and talented teachers.

Thank you!

A handwritten signature in black ink that reads 'Pam Maher' in a cursive script.

Pam Maher, President  
KMK Media Group, Inc.

### **Overview:**

With the cooperation of the Oregon School District staff, KMK Media Group will proactively promote positive the district, its teachers, staff, families, students, community partnerships and learning environment through active public relations, graphic design and communication services.

### **Scope of Work—Public Relations**

- Public Relations
  - Regularly communicate with OCUSD to collaborate on PR opportunities
  - Develop those PR ideas and concepts to gain positive media coverage for OCUSD
  - Write media alerts and releases, helping frame and communicate media opportunities to news outlets in a way to gain the media’s attention and coverage
  - Handle media calls, solicit and coordinate media interviews and guest appearances
  - Line up guest editorials/articles and help ghostwrite or edit them, as needed
  - Coordinate news conferences, as needed
  - Provide guidance and messaging on crisis communication issues
  - Other communication needs, as they arise

### **Scope of Work—Graphic Design**

- Work with OCUSD to identify graphic needs related to promotion and communication of district, schools, and strategic initiatives
- Assist with content development
- Design, layout and make revisions to requested work
- Provide print or digital-ready versions of designs

**Monthly Marketing-Related Services: \$1,680.00/mo. (provides up to 12 hours/month)**

## COMPANY & STAFF INFORMATION

KMK Media Group, Inc. is a *woman-owned business, growing and profitable for 25 years*, providing marketing communications to industries including government, education, finance, healthcare, construction, and more. We recently won the *top Illinois healthcare marketing "Pinnacle Award"* for our work for Rochelle Community Hospital, as well as national awards for our educational marketing.

KMK dedicates a team of professionals to each project, using our online project management tools to ensure on time and on budget delivery. KMK continues to win business and industry awards and gives back to the community.

### **Pam Maher, President/CEO**



Pam oversees projects from business development through implementation. She assists the KMK team with public relations, marketing strategy, and copywriting. Pam has served on numerous non-profit boards, currently on the Stateline Down Syndrome Foundation, Illinois Bank & Trust, the University of Illinois College of Medicine, and the UW Health Northern Illinois board. Prior to KMK, Pam handled PR and community relations for a regional non-profit and worked as a TV reporter/anchor in Rockford, Milwaukee and Minnesota. A Wisconsin native, she holds a bachelor's degree in communications.

### **Lori Wallace, Project Manager**



Since joining KMK Media in 2006, Lori has proven to be multi-faceted, handling a variety of marketing tasks. She assures the KMK client experience is as streamlined and positive as possible as she manages the implementation of projects from start to finish. She also coordinates clients' media buys and handles accounts payable and receivable. Lori served on the board of the Rock River Valley Food Pantry, participated in the Chamber's Leadership Rockford program and chaired the Northern Illinois Ad Federation ADDY awards.

### **Shaun Kehoe, Web Developer**



Shaun joined KMK Media Group as a Web Developer several years ago. He's a Roscoe resident who attended North Boone High School, Rock Valley College and Northern Illinois University. Shaun works with clients to develop websites and custom applications, making sure the innovative programming fits the client's needs.

### **Gary Payne, Graphic Designer**



Having more than 30 years of experience, Gary joined KMK Media Group as a Graphic Designer after working for PlayMonster in Beloit and previously working for ad agencies and print shops in the Chicagoland area. Gary studied at the Ray-Vogue College of Design in Chicago. He is responsible for transforming each client's vision into creative and compelling print and digital designs.



**Devin Mainville, Communications Specialist**

A Columbia College Chicago graduate with a degree in Television: Writing and Producing, Devin joined KMK Media as a Communications Specialist after working at a Beloit ecommerce company. She has extensive experience writing everything from screenplays to pop culture coverage, press releases to Instagram captions. She brings her knack for storytelling to each client's personal brand in crafting creative and compelling copy.



**Hannah Schmidt, Communications Specialist**

Hannah earned her bachelor's degree in journalism and mass communications from the University of Nebraska-Lincoln with an emphasis in Advertising and Public Relations. Hannah joined KMK Media as a Communications Specialist, and she brings her experience and talent in copywriting, social media, and public relations to each client's brand to create audience-targeted content for digital and print media.



**Joe Edakkunnathu, SEO/Digital Marketing Specialist**

Joe hails from Chicago, where he attended the University of Illinois at Chicago. After more than 20 years of working with several global ad agencies and Internet consultancies, Joe now focuses primarily on search engine optimization (SEO) and Pay-Per-Click (PPC), ensuring KMK's clients are visible to their target audiences.



**Ethan Hall, Multi-Media/Web Developer**

Ethan received his Associates of the Arts degree from Rock Valley College and his Bachelor's degree from Rockford University in Computer Science and Graphic Design. Ethan brings his background in coding and structural design to help develop attractive websites that meet the functional needs of the client while assisting with support issues post-launch. Ethan also uses his creativity and editing skills to produce video and multi-media productions for TV, social media and offline marketing.



**Riley & Russell, Office Mascots**

Riley and Russell are KMK's canine mascots. A golden retriever, 10-year-old Riley shares his office space with 2-year-old Cavalier King Charles "brother," Russell, who both come into the office with mom, Pam. They are available to accept treats, give a wag of their tails, nudge you to pet them behind the ears or raid employees' lunchboxes. If you are allergic or don't like dogs, simply let one of our staff know, and we'll make sure they are napping in Pam's office.

**Nothing Speaks Louder than the Words of Our Clients...**

*"I've worked with KMK on a host of different projects. Some were very formal, critical and time-sensitive projects. KMK matches values, integrity and character with tremendous expertise!"*

Tom McNamara  
Mayor  
**City of Rockford**

*"Mrs. Fisher's Chips partnered with KMK to create a Facebook strategy. In 6 months, they grew our page likes 43% to 6,196 fans and grew page engagement by 39%, resulting in increased store and website sales and new distributor leads! KMK exceeded our expectations!"*

Chris Spiess  
Vice President  
**Mrs. Fisher's Chips**

*"Thank you for all your great work on the web site. It looks great!! We appreciate you and your team!"*

Joseph V. Chiarelli  
Board Chairman  
**Winnebago County**

*"Your team did a great job! I appreciate their help and initiative. The website looks great. We now have a platform we can build upon for the future - Thank you!"*

Brent Bernardi  
President  
**Alpha Controls**

*"We love working with KMK Media Group!!"*

Michelle LaPage,  
Marketing Director/Foundation Manager  
**Rochelle Community Hospital**

*"We could not have done it without you. You and your team are the best."*

Dan Fischer  
President/815 Entertainment  
**Hard Rock Casino Rockford**

*"Our inaugural issue has been a smash hit, and we are receiving awesome positive feedback! We couldn't have done it without you—thank you!"*

Earl Dotson Jr.  
Chief Communications Officer  
**Rockford Public Schools**

*"Let me say how great your team has been to work with...the website turned out fantastic and feedback on the new site has been very positive. Thank you for all your support and to everyone at KMK for the assistance."*

Tom Jakeway  
Winnebago County Trial Court Administrator  
**17<sup>th</sup> Judicial Circuit Court**

*"Every single time we meet with you, your customer service and support exceed our expectations and we are so grateful for all of you! Thank you again!"*

Allison Pierson  
Assistant Regional Superintendent  
**Boone-Winn Regional Office of Education**

*"KMK Media assisted with graphic design, public relations, social media, blogs and event-planning for high-profile, exciting events. They worked well with our staff, supported our marketing strategies and went above and beyond to help us craft our message and get it done with tight timelines. We value our relationship with KMK!"*

John Groh  
President/CEO  
**Rockford Area Convention & Visitors Bureau**

*"I really like working with KMK. The people are very friendly, very knowledgeable and have a great handle on the local scene, if you will. They understand politics, they understand business, they understand not-for-profits."*

Mike Broski  
President  
**Entre Computer Solutions**

## MISCELLANEOUS

### LEGAL TITLE TO CONTENT

Client represents and guarantees that it has proper legal title to all content (e.g. text, graphics, photographs, sound files, etc.) provided to KMK for use in any work performed for the Client and that, to the best of Client's knowledge, information and belief, such content does not infringe on any third party's copyrights, trademarks, patents or trade secrets. Client expressly agrees to defend, indemnify and hold KMK harmless from any claims or lawsuits alleging (in whole or in part) that content provided to KMK by Client infringes the intellectual or other property rights of any person or entity.

### OWNERSHIP

KMK's work pursuant to this Agreement is intended to constitute a "Work Made for Hire" under the United States Copyright Act such that *Client is the rightful owner of the design and content of marketing projects completed and paid in full*. In the event that KMK's work does not qualify as a "Work Made for Hire" under applicable law, KMK hereby grants Client a perpetual, royalty-free, paid-up, nonexclusive license to the contents and design of materials designed by KMK pursuant to this Agreement. However, Client understands and agrees that it may not re-sell or commercially distribute the materials or any portion thereof to any individual or entity other than Client, without the express written consent of KMK.

### DISCLAIMER OF WARRANTIES

THE REPRESENTATIONS AND AGREEMENTS CONTAINED IN THE ABOVE PARAGRAPH ARE MADE IN LIEU OF ANY AND ALL OTHER WARRANTIES OR CONDITIONS, EXPRESS OR IMPLIED AND KMK EXPRESSLY DISCLAIMS ANY AND ALL IMPLIED WARRANTIES OR CONDITIONS, INCLUDING ANY IMPLIED WARRANTY OF TITLE, OF MERCHANTABILITY, OR OF FITNESS FOR A PARTICULAR PURPOSE, REGARDLESS OF WHETHER KMK KNOWS OR HAS REASON TO KNOW OF CLIENT'S PARTICULAR NEEDS.

### LIMITATION OF LIABILITY

Client understands and agrees that KMK may not under any circumstances be held responsible for special or consequential damages, including loss of profits and/or revenues, even if KMK has been advised of the likelihood of such damages occurring. In no event shall KMK's liability to client exceed the total fees paid by client to KMK under this agreement, excluding hosting and maintenance fees or any other hard costs.

### LEGAL PROCEEDINGS

This Agreement and the rights and duties of the parties shall be determined by the local law of the State of Illinois, excluding any choice-of-law rules that would require the application of the laws of any other jurisdiction. It is agreed by the parties that the courts of the State of Illinois and in the County of Winnebago shall have exclusive jurisdiction over any disputes arising out of and/or relating to this Agreement.

In the event that KMK institutes legal proceedings to enforce any provision of this Agreement, including but not limited to its right to receive payment for its services, Client understands and agrees that if KMK prevails in such proceedings, KMK shall be entitled to recover from Client, in addition to any other relief awarded by a court or arbitrator, all of its costs and attorneys' fees.

**TERMS**

Estimate...The costs and expenses cited in this proposal are our best estimates given the information provided. If additional information is forthcoming, the project specifications change, or the scheduling changes, cost and expense estimates may change. Cost and expense estimates are appropriate for 30 days from the date of this proposal.

Revisions...After client has approved project elements such as design and content and subsequently requests changes to those items, client will be quoted a change-order cost.

In addition, work not described in this proposal, including but not limited to revisions, corrections, alterations and additional proofs, will be quoted and billed as an additional cost at our standard hourly rates.

Payment...Upon signing, Media Group, Inc. will bill for half down of the low-end estimate of project-based quotes with the balances due upon completion. Advertising media buys are prorated and billed monthly. Any monthly retainer work will be billed at the beginning of each month. KMK hourly work is billed at the end of each month. Client agrees to pay all invoices in 30 days. If invoices are 60 days or more past due, KMK Media Group reserves the right to temporarily shut down work on your projects and work up to that point becomes the property of KMK Media Group.

If KMK Media Group needs to hire collection agencies or attorneys to collect payment on any terms of this contract, fees incurred by collection agency and/or attorney shall be paid by the client.

If client cancels the project at any time, client is responsible for all costs incurred up to that point.

Thank you! We look forward to working with you!

**Agreed:**

Client: \_\_\_\_\_ Date: \_\_\_\_\_

(Dr. PJ Caposey, Superintendent – Oregon Community Unit School District 220)

  
\_\_\_\_\_ Date: 6-18-24

(Pam Maher, President/CEO -- KMK Media Group, Inc.)

815-399-2805/[pam@kmkmedia.com](mailto:pam@kmkmedia.com)

To initiate this project: please fax or e-mail a SIGNED copy of this document, authorizing KMK Media Group, Inc. to complete the scope of work for you. FAX # 815-399-1726 or email to [pam@kmkmedia.com](mailto:pam@kmkmedia.com) Thank you!



KMK Media is fortunate to work with a diverse mix of clients including:



17<sup>TH</sup> JUDICIAL CIRCUIT COURT  
BOONE COUNTY and WINNEBAGO COUNTY  
State of Illinois



Family Peace Center  
Restoring Survivors of Domestic and Sexual Violence

