



Pat Escalante <pescalante@hbcasd.org>

Bond measure marketing person -Fwd: Social media pro and HB resident you spoke to...

1 message

Michelle Meraz <mmeraz@hbcasd.org>

Tue, Dec 9, 2014 at 11:26 AM

To: Patricia Escalante <pescalante@hbcasd.org>

Possible marketing manager for another upcoming bond measure. Please read below HB resident. Let me know if you would like me to direct him to someone else or if you want me to set up an interview for January.

Michelle Meraz | executive assistant |
Hermosa Beach City School District |
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Catch the wave |

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From: Jonathan Zaleski <jonathan@prcollective.com>

Date: Tue, Nov 25, 2014 at 1:11 PM

Subject: Social media pro and HB resident you spoke to...

To: mmeraz@hbcasd.org

Thanks for taking the time to chat on Friday. As discussed, had I been involved as a consultant to pilot the district's social media efforts, Measure Q would have easily passed on Election Day.

Besides being a Hermosa Beach resident and homeowner, I have 20 years of public relations and social media experience that I currently provide to a handful of clients through my private practice. I am very interested in having a conversation about firing up your social media, particularly Facebook and Twitter as a consultant. Besides better positioning the district to prevail in any future measures, the result will be a better sense of community and a more informed public.

The ultra tight vote count for measure Q, last minute closures last week at area high schools, and a host of other recent South Bay issues attest to the value of having an engaging and effective tool in place for communicating with all facets of the community.

Your assistance would be greatly appreciated in helping set up a meeting with Ms. Escalante to explain more about what I can do and answer her questions? After that initial conversation I would then put a proposal together to highlight the specific services I can offer and the costs involved to deliver them.

Please drop me a line or a note about setting that conversation up. In the meantime you can explore my slightly outdated websites, which are being replaced shortly.

Thanks again.

Jonathan Zaleski

President

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