



COMMUNITY SCHOOL DISTRICT

# COMMUNICATIONS

How the Johnston Community School District communicates with staff and families

## SOCIAL MEDIA



**Facebook**  
@JohnstonCSD



**X**  
@JohnstonCSD



**Instagram**  
@johnstoncsd

Let us know what's happening in your classrooms, and take a picture, so we can share the good news on social media!

## ELECTRONIC



**Website**  
[www.johnstoncsd.org](http://www.johnstoncsd.org)

**Livestream**  
[team1sports.com/johnston/](http://team1sports.com/johnston/)



**Mobile App**  
iPhone & Android:  
ParentSquare  
Safestop App for  
bussing



**Direct Email**

- JCSD E-Connection
- Alerts/Closures
- District/school messages

## PRINT



**Connection**  
Quarterly newsletter by  
Johnston Community  
Education



**Letters Home**  
Notices from school



**PowerPoints,  
Advertisements,  
Postcards,  
Yard Signs, Posters**  
Special events

## PHONE / TEXT



**Alerts**  
School closures/delays  
Emergencies



**Attendance**  
Grades 6-12 only



**Student well-being**  
Illness  
Care and concern

QUESTIONS? CONTACT JCSD COMMUNICATIONS DIRECTOR  
LYNN.MEADOWS@JOHNSTON.K12.IA.US | 515.254.3394 |  
515.988.1392



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## MEDIA INQUIRIES

- If you receive a media inquiry, please contact the communications department at [jcsdcomm@johnston.k12.ia.us](mailto:jcsdcomm@johnston.k12.ia.us).
- You are free to express your individual opinions and to showcase your coursework, program and students
- But want to make sure district-level messages are accurate, consistent and in context.
- Secretaries have lists of students who can't be photographed. Parental permission needed for student interviews.



Lynn Meadows, Director of Communications  
Clara Toot, Communications Specialist

## SCHOOL BOARD



- Our school board meets on the second and fourth Monday each month at 6 p.m.
- Meetings are livestreamed at [team1sports.com/johnston/](http://team1sports.com/johnston/)
- Issues are brought as a Report (first reading), then as an Action item at next meeting
- Communications director is also board secretary

## PUBLIC RECORDS REQUESTS

- As a public school district, we are subject to the Iowa Open Records Law
- Public Records Requests are submitted online via our website, [johnstoncsd.org](http://johnstoncsd.org)
- All of our JCSD e-mails and communications (with a few exceptions) are public record



## LOGO AND BRAND IDENTITY



- JCSD logos, which include the fire J and the Johnston Dragon, are trademarked.
- Designs using the logo require approval from the JCSD Communications Department, or from the athletic director if it is for athletics & activities.
- Creating merchandise with the Johnston logo for public sale and profit requires a contract with the school board and payment of 10% in royalties.
- A style guide on proper usage can be found on our website, [johnstoncsd.org](http://johnstoncsd.org)

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