

Attention School Communicators

Do you need help communicating with your many publics?



CABE CONNecTion

supplies you with tips, ideas and articles to help with your communications needs!

Sent to you ten times a year, the **CABE CONNecTion** provides the busy school communicator with hundreds of public relations tips, ideas and articles on dozens of topics, including:

- *school-community relations*
- *media relations*
- *crisis communications*
- *board relations*
- *health news*
- *parenting tips*
- *statistics and surveys*
- *interpersonal communications*

Every **CABE CONNecTion** also includes ready-to-print items you can copy from the packet, such as cards, brochures, calendars and certificates.

As a **CABE CONNecTion** subscriber, your district can organize new events, better communicate with the various constituent groups, recognize dedicated employees and students, improve boardmanship skills and otherwise enhance your communications program.

In each mailing, the **CABE CONNecTion** provides:

Ideas for establishing and maintaining effective media relationships to foster district communications with the community.

Ideas to better communicate with parents and community members to build community confidence in your schools.

Ideas for communicating your building or district needs by promoting a positive learning atmosphere.

Insights – a newsletter focusing on how parents can help their children flourish as 21st Century students.

Here's to You! – a wellness newsletter for your staff that will lead to a healthier staff and happier students.

New ideas for improving staff morale through new ideas to recognize dedicated employees.

plus, much more information!

If you are interested in improving your communications with parents, the community, teachers and the media then the **CABE CONNecTion** is for you

**A one year subscription (10 issues) for CABE members is \$350
non-members price \$950**

To see a sample of the articles you will receive, go to
www.cabe.org/uploaded/CABE_Connection_samples.pdf

For more information, call CABE's Publications Department at 860-571-7446.



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