

Case Study

East Greenwich Township Schools District-Wide Improvements Referendum

The principal of the Clark ES was featured in an 8 minute video, "Out to Learn", scripted and shot by Interactive Dialogue, and embedded on the district's web site as a You Tube file.

FYI, a second video from a narrated powerpoint presentation was also made, uploaded to You Tube, and embedded in the district web site.



As a consultant to the District, Interactive Dialogue developed and executed a comprehensive referendum campaign for a \$25.4 million facilities improvement campaign that was approved in a September 2011 election

Tools used in the campaign included;

- Web site development
- Newsletter for mailing
- Flyers for meeting handouts
- Email in a themed program
- Automated Telephone calls
- News Releases
- Lawn Signs
- Q&A Dialogues
- Powerpoint Presentations
- Principal's Videos
- Narrated Powerpoint Video
- Voting Information
- Neighborhood Canvassing Program



Extensive content was developed for the web site by Interactive Dialogue while web updates were facilitated by the District Webmaster, under the consultants direction.



CONTACT:
Joseph Conroy
 Superintendent
East Greenwich Township Schools
 559 Kings Highway
 Mickleton, NJ 08056
 Tel 856-423-0412