



[HCSD Home](#)

District Community Relations Advisory October 20, 2010

NEWS - The November *Insight* was mailed Nov. 3. **NEW:** [color PDF of Insight](#). We've been in the media and we are making our own media . . . check out [Homecoming Online Video](#) The **D&C** has photographed CE's Aquafit for *Our Towns*; **CBS-CH 8** was at MW to cover [MW Teacher taped for CBS Evening News](#); BOCES video magazine covered Hilton Homecoming [Hilton CSD YouTube Video Channel](#) - video posted and will cover Make a Difference Day for the monthly T-W CH 12 program which airs in mid-November.



UPCOMING: Realtors Breakfast Feb. 2; Schoolwise April 2

Community Relations Advisory - Oct. 21 at 3:45 pm in the Board Meeting Room - Board Members welcome to attend. **NEXT** Meeting: Mar. 3, 2011

NEWS UPCOMING - sent to media as "News/Photo Tips"

- Nov. 2, 2010 [HHS Sophomore accepted Hochstein Youth Symphony](#)
- Nov. 1, 2010 [Hilton HS GRAMMY Signature School Semi-Finalist for 2011](#)
- Oct. 18, 2010 [Make a Difference Day set for Oct. 23](#)
- Oct. 18, 2010 [News Release - New MW Principal](#)
- Oct. 13, 2010 [Homecoming Online Video /a>](#)
- Oct. 8, 2010 [MW Teacher taped for CBS Evening News](#)
- Sept. 16, 2010 [VE first in nation in Scholastic Summer Reading](#)
- Sept. 8, 2010 [Girls Championship Soccer Teams to be honored Sept. 24](#)



District Communications & Community Education: located at 225 West Ave., Hilton., NY 14468.

Programming for cable access The Hilton School District participates in the *Your School News and Highlights* cable CH 12 program throughout the school year. Monroe2 BOCES is the producer with segments taped in the Hilton schools. The program airs Wednesdays from 9 am-10 am and 5 pm-6 pm; and repeats on Fridays at 10 am-11 am and 7 pm-8 pm.

Web - Hilton CSD – Check out how Hilton CSD compares to other similar websites: monitors traffic rank in terms of how our search optimizations and new content are showing benefits. [Alexa](#) is an online service that measures traffic for millions of sites. **INBOUND LINKS: [Inbound Links: 932!](#) [Website Grade: 95!](#)**

Urgent Messaging: We are studying the best way to disseminate a message from single source to all media [email, voicemail, text, etc.] with preliminary discussion - Communications, Counseling and LTT.

Community Education Session II classes begins the week of Nov. 1. There are 62 courses in this Catalogue - 16 of which are new. For more: [Community Education](#). All HCSD employees and board of education members are invited to use the GAP rate when registering for CE classes . GAP pass: communityed@hilton.k12.ny.us

CE Active Adults: [Intergenerational Understanding Forum - September 28, 2010 with Dr. Bill Thomas](#)

Social Media

- Hilton CSD has several accounts including:
- [Hilton CSD YouTube Video Channel](#)
- [Hilton CSD Green Initiative Committee Blog](#)
- [Hilton CSD Community Education Blog](#)

School Public Relations



WEBSITE GRADER is 94 - Report October 2010 Check out how the Hilton District Web Site compares to other similar websites: traffic rank, optimizations, new content, etc. [Alexa](#) is an online service that measures traffic for millions of sites. Go to: <http://websitegrader.com>

GOOGLE ANALYTICS for www.hilton.k12.ny.us Report

%Change in visits over a 30-day period -- up 27.37% for 30-day period Sept. 19-Oct. 20, 2010

www.hilton.k12.ny.us	View report		51,193	00:01:37	50.55%	0	27.37%
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Online Aggregates: [STAFF CONNECT](#) [main page left column] and [PARENT CONNECT](#) [main page right column] help staff, parents and community more easily navigate to essential and often daily links.

Engaging the Public: The best way to engage the public is to tell your story. Be passionate. Make it relevant. Actively seek media opportunities by being proactive with print, radio and TV, that way you become even more respected in your community. People want to hear from you. Go visual: take really interesting pictures, video; use electronic media website, *Twitter*, *YouTube*, blogs, etc.

What we are concerned with - how to be an informed person:

The Internet & Digital Communications

[Branding Experience from *University Business*](#)
[Knowing how to text and Tweet does not a reflective thinker make](#)
[Imagining the Internet - Pew Internet Project](#)
[Is Internet Access a Fundamental Right?](#)
[Should the Internet get a Nobel Prize?](#)
[Visualizing the Internet's Biggest Sites](#)
[What is a Communications Audit?](#)
[Security Issues with Wireless](#)

Education, Budget and the Economy

[Budget 2010-11 Communication De-Brief](#)
[Common Core Standards NYSED](#)
[Core Standards Nat. Governor's Association](#)
[NYS Dignity for All Students Act](#)
[Discussion on "No Child"](#)
[NYS "Race to the Top"](#)
[NY Times State Assessment - HCSD](#)
[Poverty Rates](#)
[Re-Imagining Education in the Digital Age](#)
[Ten Rules of Teaching in this Century](#)
[Why Technology fails in classrooms](#)

Government, Citizen Engagement, Journalism

[January 19, 2010 Governor's Proposed Budget - News Release](#)
[Government 2.0](#)
[Miller -McCune](#)
[NYS Education Department Board of Regents](#)
[Public Engagement](#)
[ProCon.org](#)
[Society of Professional Journalists](#)
[Strategy for Citizen Engagement](#)
[TOPIX -Hilton, NY](#)

Social Media

[500M users at Facebook](#)
[Facebook hits Top US Ranking - March 2010](#)
[The Future of Social Relations - Pew Internet](#)

Consultants

[National School Public Relations Association](#)
[Patrick LaJuett, SEO](#)

National Media

[Media by Choice](#)
[National Media Organizations](#)

Local News/Media

[Local Rochester-Area Media Outlets](#)
[City Newspaper](#)
[Democrat and Chronicle](#)
[Messenger Post Newspapers](#)
[Minority Reporter](#)
[YNN News](#)
[Rochester Business Journal](#)
[WHAM 13](#)
[WHEC 10](#)
[WHEC - Hilton Schools](#)
[WROC 8](#)
[WXXI Newsroom](#)

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