



# KENAI PENINSULA BOROUGH SCHOOL DISTRICT

## Communications

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**Dated:** August 3, 2010  
**To:** KPBSD School Board Members  
**Through:** Dr. Steve Atwater, KPBSD Superintendent  
**From:** Kelly Reisig, District Communications  
**Re:** Upcoming Bond Referendum, October 5, 2010

**Background:** As each of you are aware, the Kenai Peninsula Borough Assembly authorized the submission of a bond referendum to the qualified voters of the borough on October 5. It is the role and responsibility of the district to inform and educate borough citizens regarding the upcoming bond referendum and its impact upon each individual community and neighborhood school.

**Reason for this worksession item:** This work session item will advise board members of the strategic communications plan to inform voters of the borough regarding this upcoming bond referendum. In addition, board members will receive guidance as to their role in support of this communication effort.