



NEW HAVEN PUBLIC SCHOOLS  
**AGREEMENT COVER SHEET**

**Cover Sheet is an Internal Document for Business Office Use**

**Please Type**

Contractor full name: Connoisseur Media, LLC

Doing Business As, if applicable: WEZN-FM, WPLR-RM, WFOX-FM, WEBE-FM,  
WICC-AM

Business Address: 440 Wheeler Farms Road, Suite 302, Milford, CT 06461-9133

Business Phone: 203-783-8303

Business email: [maria.lashley@connoisseurct.com](mailto:maria.lashley@connoisseurct.com)

SS# OR Tax ID #: 38-3706713

Funding Source & Acct # including location code: Magnet 17-22 Central Office,  
2517-6251-56694-0000

Principal or Supervisor: Marquelle Middleton

Agreement Effective Dates: From 12/14/20 To 04/30/21

Hourly rate or per session rate or per day rate:

Radio Station 1: WEBE108, \$3,000 (\$600/week for 5 weeks)

Radio Station 2: Star99.9, \$5,200 (\$1,040/week for 5 weeks)

Radio Station 3: WYBC 94.3, \$1,800 (\$900/week for 2 weeks)

Display: \$9,000 (\$3,000/month for 3 months)

Total amount: \$19,000

Description of Service: Please provide a one or two sentence description of the service.  
*Please do not write "see attached."*

As an advertising client for the 2021 City Wide Virtual Expo Connoisseur Media will provide NHMS with a Virtual Open House, an Application Reminder/Visiting the schools online, Web Digital branding and advertise in the various radio stations such as WEBE108, Star99.9 and 94.3 WYBC.

Submitted by: Julie Higgins Phone: 8-1436



NEW HAVEN PUBLIC SCHOOLS

## Memorandum

**To:** New Haven Board of Education Finance and Operations Committee  
**From:** Marquelle Middleton  
**Date:** November 20, 2020  
**Re:** Connoisseur Media, LLC Agreement

---

Please **answer all questions and attach any required documentation as indicated below.** Please have someone **ready to discuss** the details of each question during the Finance & Operations meeting or this proposal might not be advanced for consideration by the full Board of Education.

1. **Contractor Name:** *Connoisseur Media, LLC*
2. **Description of Service:** *Connoisseur will provide promotional announcements, website and social media exposure to promote the event as well as radio airtime.*
3. **Amount of Agreement and hourly or session cost:** *Agreement total: \$19,000*  
*Radio Station 1: WEBE108, \$3,000 (\$600/week for 5 weeks)*  
*Radio Station 2: Star99.9, \$5,200 (\$1,040/week for 5 weeks)*  
*Radio Station 3: WYBC 94.3, \$1,800 (\$900/week for 2 weeks)*  
*Display: \$9,000 (\$3,000/month for 3 months)*
4. **Funding Source** and account number: *Magnet 17-22 Central Office, 2517-6251-56694-0000*
5. **Continuation/renewal or new Agreement?** Continuation  
**Answer all questions:**
  - a. If continuation/renewal, has the cost increased? If yes, by how much? No, decreased.
  - b. What would an alternative contractor cost: *A substantial amount*
  - c. If this is a continuation, when was the last time alternative quotes were requested? *2020*
  - d. For new or continuation: is this a service existing staff could provide. If no, why not? *No, we do not have access to a Communications Dept.*
6. **Type of Service:**  
**Answer all questions:**
  - a. Professional Development? *No*
    - i. If this is a professional development program, can the service be provided by existing staff? If no, why not?
  - b. After School or Extended Hours Program?
  - c. School Readiness or Head Start Programs?
  - d. Other: (Please describe)
7. **Contractor Classification:**  
**Answer all questions:**
  - a. Is the Contractor a Minority or Women Owned Business? *Not sure.*
  - b. Is the Contractor Local? *Yes*

- c. Is the Contractor a Not-for-Profit Organization? If yes, is it local or national? *No*
- d. Is the Contractor a public corporation? *Yes*
- e. Is this a renewal/continuation Agreement or a new service? *Continuation.*
- f. If it is a renewal/continuation has cost increased? If yes, by how much? *No, decreased.*
- g. Will the output of this Agreement contribute to building internal capabilities? If yes, please explain: *No.*

**8. Contractor Selection:**

**Answer all questions**

- a. What specific skill set does this contractor bring to the project? If a new contractor, please attach a copy of the contractor's resume. *Advertising the Choice Lottery and process, ensuring that all students throughout the district is well informed of the educational opportunities in New Haven and suburbs; families will be able to receive all information about the enrollment process.*
- b. How was the Contractor selected? Quotes, RFP/RFQ, Sealed Bid or Sole Source? *Quote.*
- c. Please describe the selection process including other sources considered and the rationale for selecting this Contractor: *Contractor was selected because quote was within budget requirements; other vendors could not meet budget requirements and targeted audience.*

**9. Evidence of Effectiveness & Evaluation**

**Answer all questions**

- a. What specific need will this contractor address and how will the contractor's performance be measured and monitored to ensure that the need is met? *Contractor will be evaluated by an in office survey. Contractor will communicate with office administrator of any changes or updates recorded on radio. Recruitment Coordinator will view advertisements weekly.*
  - b. If this is a renewal/continuation service attach a copy of the evaluation or archival data that demonstrates effectiveness.
  - c. How is this service aligned to the District Continuous Improvement Plan? *To create a more diverse educational environment. Reaching students throughout the district including the suburban areas.*
10. Why do you believe this Agreement is fiscally sound? *Because it is economically, budget affordable and will advertise the Choice message. Message will also reach families without internet and television access.*
11. What are the implications of not approving this Agreement? *The implications if the Magnet Schools Lottery process was not broadcasted throughout our District and the suburbs, there will be a significant smaller amount of information provided to the community resulting in fewer students/families not educated about the opportunities of Magnet schools choices.*



NEW HAVEN PUBLIC SCHOOLS

**AGREEMENT**  
**By And Between**  
**The New Haven Board of Education**  
**AND**

**Connoisseur Media, LLC**

**FOR DEPARTMENT/PROGRAM:**

**New Haven Magnet Schools Program**

This Agreement entered into on the 16<sup>th</sup> day of November, 2020, effective (no sooner than the day after Board of Education Approval), the 14<sup>th</sup> day of December, 2020, by and between the New Haven Board of Education (herein referred to as the "Board" and, Connoisseur Media, LLC located at, 440 Wheeler Farms Road, Suite 302, Milford, CT 06461-9133 (herein referred to as the "Contractor").)

**Compensation:** The Board shall pay the contractor for satisfactory performance of services required the amount of \$3,000 WEBE 108 for 5-week ad @ \$600/week; \$5,200 Star 9.99 WEZN for 5-week ad @ \$1,040/week; WYBC 94.3 for 2-week ad @ \$900/week; and \$9,000 display ad @ \$3,000/month for 3 months.

The maximum amount the contractor shall be paid under this agreement: Nineteen thousand dollars (\$19,000). Compensation will be made upon submission of an itemized invoice which includes a detailed description of work performed and date of service.

**Fiscal support** for this Agreement shall be by **Magnet 17-22 Central Office Program** of the New Haven Board of Education, **Account Number:** 2517-6251-56694 **Location Code:** 0000.

This agreement shall remain in effect from December 14, 2020 to April 30, 2021.

**SCOPE OF SERVICE:** *Please provide brief summary of service to be provided.*

As an advertising client for the 2021 City Wide Virtual Expo, NHMS will receive a 10-second Virtual Open House (WEBE108); a 10-second Application Reminder/Visiting the schools online (WEBE108); 30-second Virtual Open House (Star99); 30-second Application Reminder (Star99 & 94.3 WYBC). Digital branding to display advertising that reaches your best potential customers on the web as well as video pre-roll advertising using movement and sound to engage your audience.

***Exhibit A: Scope of Service: Please attach contractor's detailed Scope of Service on contractor letterhead with all costs for services including travel and supplies, if applicable.***

***Exhibit B: Student Data and Privacy Agreement: Attached***

**APPROVAL:** This Agreement must be approved by the New Haven Board of Education ***prior to service start date***. Contractors may begin service no sooner than the day after Board of Education approval.

**HOLD HARMLESS:** The Contractor shall insure and/or indemnify the Board and its members, employees and agents against all claims, suits, and expenses, including reasonable attorney's fees, in connection with loss of life, bodily injury or property damage arising from any neglect act or omission of the Contractor or its employees or agents. Further, the Contractor covenants and agrees that it shall hold the Board and its members, employees and agents harmless against any and all claims, suits judgments of any description whatsoever caused by the Contractor' breach of this agreement or based upon the conduct of the Contractor, or its agents or its employees or arising out of in connection with their activities under this agreement.

**TERMINATION:** The Board may cancel this agreement for any reason upon thirty (30) days' written notice sent to the Contractor by certified U.S. mail, return receipt requested; provided however, that the Board shall be responsible to the Contractor for all services rendered by the Contractor through the last day of thirty (30) day notice period, as long as the Agreement was approved by the Board prior to the start date of service.

  
Contractor Signature

\_\_\_\_\_  
President  
New Haven Board of Education

  
Date

\_\_\_\_\_  
Date

  
Contractor Printed Name & Title



**NEW HAVEN PUBLIC SCHOOLS**

**EXHIBIT B**

**STUDENT DATA PRIVACY AGREEMENT  
SPECIAL TERMS AND CONDITIONS**

For the purposes of this Exhibit B "directory information," "de-identified student information," "school purposes," "student information," "student records," "student-generated content," and "targeted advertising" shall be as defined by Conn. Gen. Stat. § 10-234aa.

1. All student records, student information, and student-generated content (collectively, "student data") provided or accessed pursuant this Agreement or any other services agreement between the Parties are not the property of, or under the control of, the Contractor.
2. The Board shall have access to and the ability to delete student data in the possession of the Contractor except in instances where such data is (A) otherwise prohibited from deletion or required to be retained under state or federal law, or (B) stored as a copy as part of a disaster recovery storage system and that is (i) inaccessible to the public, and (ii) unable to be used in the normal course of business by the Contractor. The Board may request the deletion of any such student information, student records or student-generated content if such copy has been used by the operator to repopulate accessible data following a disaster recovery. The Board may request the deletion of student data by the contractor within two (2) business days of receiving such a request and provide to the Board confirmation via electronic mail that the student data has been deleted in accordance with the request, the date of its deletion, and the manner in which it has been deleted. The confirmation shall contain a written assurance from the Contractor that proper disposal of the data has occurred in order to prevent the unauthorized access or use of student data and that deletion has occurred in accordance with industry standards/practices/protocols.
3. The Contractor shall not use student data for any purposes other than those authorized pursuant to this Agreement.
4. A student, parent or legal guardian of a student may review personally identifiable information contained in student data and correct any erroneous information, if any, in such student data. If the Contractor receives a request to review student data in the Contractor's possession directly from a student, parent, or guardian, the Contractor agrees to refer that individual to the Board and to notify the Board within two (2) business days of receiving such a request. The Contractor agrees to work cooperatively with the Board to permit a student, parent, or guardian to review personally identifiable information in student data that has been shared with the Contractor, and correct any erroneous information therein.



5. The Contractor shall take actions designed to ensure the security and confidentiality of student data.
6. The Contractor will notify the Board, in accordance with Conn. Gen. Stat. § 10-234dd, when there has been an unauthorized release, disclosure or acquisition of student data. Such notification will include the following steps:

Upon discovery by the Contractor of a breach of student data, the Contractor shall conduct an investigation and restore the integrity of its data systems and, without unreasonable delay, but not more than thirty (30) days after such discovery, shall provide the Board with a more detailed notice of the breach, including but not limited to the date and time of the breach; name(s) of the student(s) whose student data was released, disclosed or acquired; nature of and extent of the breach; and measures taken to ensure that such a breach does not occur in the future.

7. Student data shall not be retained or available to the Contractor upon expiration of the contract between the Contractor and Board, except a student, parent or legal guardian of a student may choose independently to establish or maintain an electronic account with the Contractor after the expiration of such contract for the purpose of storing student- generated content.
8. The Contractor and Board shall each ensure their own compliance with the Family Educational Rights and Privacy Act of 1974, 20 U.S.C. § 1232g, as amended from time to time.
9. The Contractor acknowledges and agrees to comply with the above and all other applicable aspects of Connecticut's Student Data Privacy law according to Connecticut General Statutes §§ 10-234aa through 10-234dd.
10. The Parties agree that this Agreement controls over any inconsistent terms or conditions contained within any other agreement entered into by the Parties concerning student data.

Revised: 10/2/18



# NEW HAVEN MAGNET SCHOOLS 2021



Presented to: Marquelle Middleton and William Wynn

Presented by: Maria Lashley



11/19/2020

1

CONFIDENTIAL AND PROPRIETARY





## BRANDING AWARENESS CAMPAIGN FOR NEW HAVEN MAGNET SCHOOLS

### **BUSINESS SUMMARY**

- Magnet Schools seek to engage students in learning by offering a range of themes, including STEM, performing arts, and technology and languages. These schools are also designed to reduce racial, ethnic, and economic isolation.

### **CAMPAIGN GOALS**

- Promote NH Magnet School Virtual Open House to local suburban parents in New Haven County
- Encourage New Haven County suburban parents to strongly consider sending their child to a NH Magnet School during the enrollment period

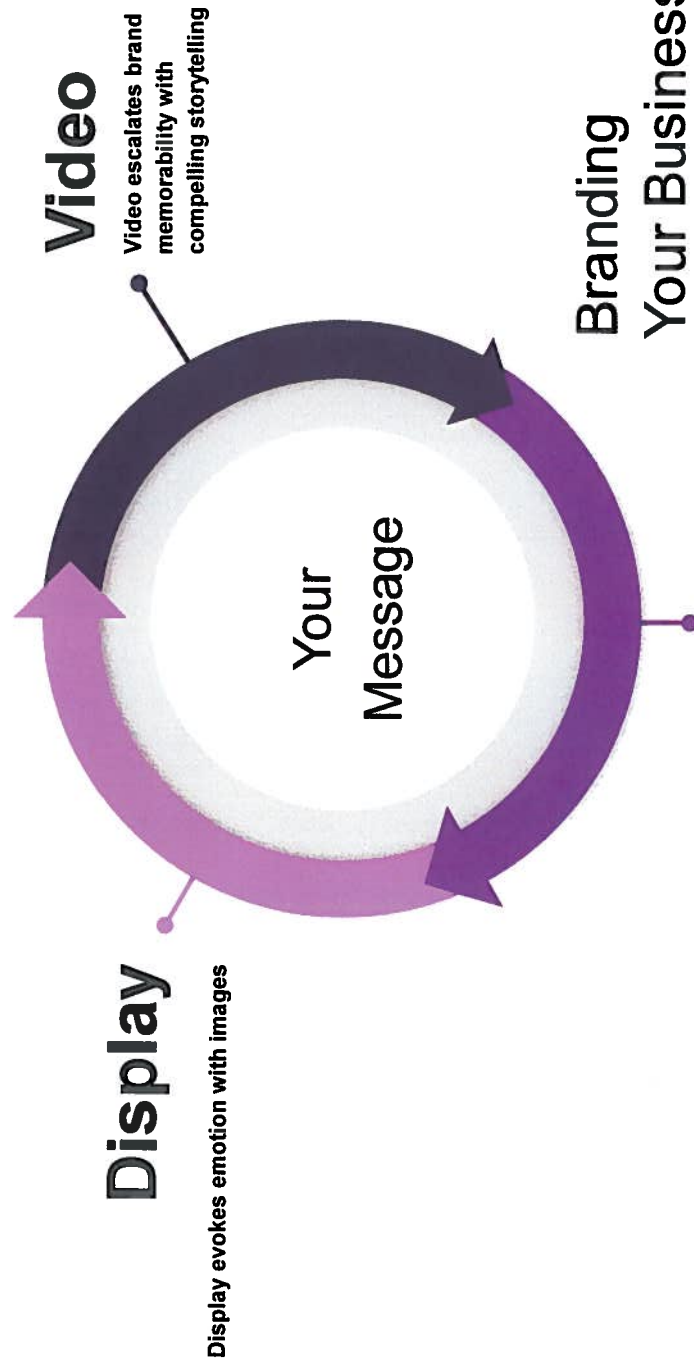
### **CAMPAIGN TATICS**

- Create a custom audience and reach that audience on multiple devices utilizing these strategies: Targeted Display, Pre-Roll, Connected TV and Radio

11/19/2020

CONFIDENTIAL AND PROPRIETARY

## BRANDING YOUR BUSINESS IDENTITY FOR NEW HAVEN MAGNET SCHOOLS



Audio, video, and images that effectively tell your story get you on the shopping list and increase your success.

## CONNOISSEUR'S MARKETING APPROACH FOR NEW HAVEN MAGNET SCHOOLS

Our team  
researches and  
selects a more  
specific custom  
audience, using  
3rd party data  
sets, that suits  
your business  
objectives

Connoisseur's custom  
audience targeting,  
keeps you top of mind  
with your  
best prospects and  
customers!



## TARGET AUDIENCE FOR NEW HAVEN MAGNET SCHOOLS

### Your Custom Ferocious Audience :

#### Demographics:

Women 21+

#### Household Income:

\$70K-\$100K

#### Geographic Targeting:

Amity Regional, Ansonia, Beacon Falls, Bethany, Branford, Cheshire, Clinton, Derby, East Haven, Guilford, Hamden, Madison, Milford, Naugatuck, North Branford, North Haven, Orange, Oxford, Seymour, Shelton, Stratford, Wallingford, West Haven, Wolcott, Woodbridge

- Consumer > Demographic > Age of Children in Household > Parents of Children Ages 5-18



# DISPLAY ADS

Display advertising reaches your best potential customers on the web

- Advanced geographic, demographic, and behavioral targeting strategies including Custom audience modeling
- Creative with rich media features





# VIDEO PRE-ROLL

Video Pre-Roll advertising  
uses movement and sound  
to engage your audience

- 64% of consumers are more likely to buy a product after watching a video about it.
- Increase brand awareness with high impact video ads.

• Source: comScore



# CONNECTED TV

## Large Screens Make a Difference

CTV refers to any TV that is connected to the internet and accesses TV content via devices such as Apple TV, Google Chromecast, and more. CTV advertising reaches groups of TV viewers that traditional advertising cannot.



**EXPAND YOUR REACH**  
A growing audience of TV viewers are spending more time watching video content via Connected TVs. Turn to Connected TV to extend your reach.

**CTV OWNERSHIP**  
  
74%  
US HOUSEHOLDS

**DAILY VIEWERSHIP**  
3 out of 4 people use their Connected TV daily. (Nielsen-2018)

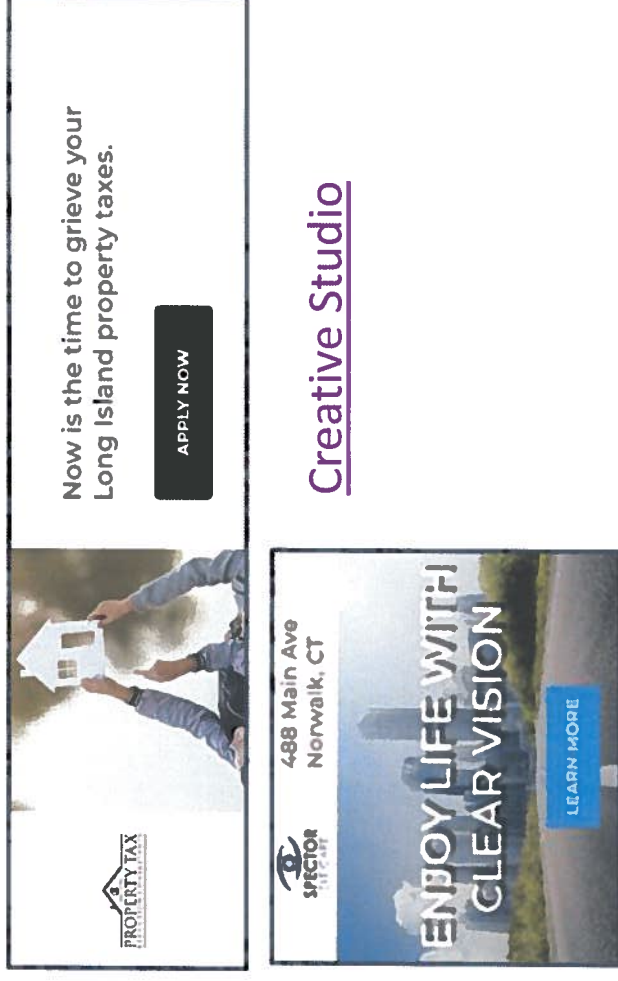


11/19/2020

CONFIDENTIAL AND PROPRIETARY

## THE RIGHT CREATIVE SELLS YOUR CORE SERVICES OR PRODUCTS

Our team will  
build creative  
that speaks to  
your customer  
through copy,  
images and  
design



[Creative Studio](#)



# RADIO SCHEDULES FOR NEW HAVEN MAGNET SCHOOLS

## WEBC 108: 5-Weeks of 1/4, 1/18, 2/1, 2/15, 3/1

Daypart	Program	Mon	Tue	Wed	Thu	Fri
6a-7p (10sec)	Traffic, News, Weather Sponsorship	3x	3x	3x	3x	3x

Totals: 15x 10sec per week for 5-weeks = 75x 10sec ads

## Star 99.9 WEZN: 5-Weeks of 1/4, 1/18, 2/1, 2/15, 3/1

Daypart	Program	Mon	Tue	Wed	Thu	Fri
6a-10a (30sec)	Anna & Raven Morning Show		1x	1x	1x	1x
3p-7p (30sec)	Afternoons with Kevin Begley		1x	1x	1x	1x
6a-12m (30sec)	Broad Rotator	1x	1x	1x	1x	1x

Totals: 13x 30sec per week for 5-weeks = 65x 30sec ads

## 94.3 WYBC: 2-Weeks of 2/22, 3/1

Daypart	Program	Mon	Tue	Wed	Thu	Fri
6a-10a (30sec)	DeDe in the Mornings	2x	2x	2x	2x	2x
6a-12m (30sec)	Broad Rotator	1x	1x	1x	1x	1x

Totals: 15x 30sec per week for 2-weeks = 30x 30sec ads



# SAMPLE COPY FOR NEW HAVEN MAGNET

## **10sec copy for Virtual Open House- WEBE 108**

NEW HAVEN PUBLIC SCHOOLS PRESENT THEIR "2021 VIRTUAL SCHOOL EXPO". FOR DETAILS, VISIT CHOICE DOT N H P S DOT NET

## **10sec copy for Application Reminder/ Visiting the Schools on line - WEBE 108**

SPONSORED BY NEW HAVEN PUBLIC SCHOOLS (THIS WILL AIR AS A TRAFFIC / NEWS/ WEATHER SPONSORSHIP).

THE SCHOOL CHOICE APPLICATION FOR NEW HAVEN PUBLIC SCHOOLS IS NOW OPEN AND CLOSSES MARCH 5<sup>TH</sup>. TAKE TIME TO CONSIDER ALL YOUR OPTIONS! GO TO "CHOICE DOT N-H-P-S DOT NET."

## **30sec copy for Virtual Open House – Star 99.9 WEZN**

NEW HAVEN IS A DIVERSE CITY WITH MORE THAN 40 SCHOOLS TO MATCH YOUR CHILD'S ACADEMIC INTEREST! VISIT THE NEW HAVEN PUBLIC SCHOOLS SCHOOL CHOICE VIRTUAL EXPO DAY, MONTH, DATE FROM TIME AT N-H-P-S DOT NET. SCHOOL AMBASSADORS WILL BE ON-LINE TO SHARE ABOUT THEIR UNIQUE PROGRAMS FROM PRE-K TO 12TH GRADE AND TO ANSWER YOUR QUESTIONS ABOUT SCHOOL CHOICE ON-LINE. FOR MORE INFORMATION VISIT CHOICE DOT N-H-P-S DOT NET. THAT'S N-H-P-S DOT NET.

## **30sec copy for Application Reminder – Star 99.9 WEZN & 94.3 WYBC**

NEW HAVEN IS A DIVERSE CITY WITH MORE THAN 40 SCHOOLS TO MATCH YOUR CHILD'S ACADEMIC INTEREST! WITH OVER 40 SCHOOLS, THEY CONTINUE TO PROVIDE AN EXCELLENT EDUCATION THAT PREPARES THEIR STUDENTS FOR COLLEGE, CAREER AND LIFE! THE SCHOOL CHOICE APPLICATION IS OPEN NOW AND CLOSSES MARCH 5<sup>TH</sup>. NEW HAVEN PUBLIC SCHOOLS ENCOURAGES YOUR FAMILY TO APPLY TO SCHOOLS THAT INTEREST YOUR CHILD. FOR MORE INFORMATION VISIT THEM ONLINE AT CHOICE DOT N-H-P-S DOT NET. THAT'S CHOICE DOT N-H-P-S DOT NET. CHOICE DOT N-H-P-S DOT NET. NEW HAVEN PUBLIC SCHOOLS.





# NEW HAVEN MAGNET SCHOOLS PROGRAMMATIC & RADIO SUMMARY - 3 MONTH FLIGHT

Expert Team	Included
Display Impressions 200,033	Included
PreRoll Impressions 125,000	Included
Connected TV Impressions 79,993	Included
Creative Display Ad Design refresh every 3 months	Included
Radio ads on WEBC 108 Radio ads on Star 99.9 and Radio ads on 94.3 WYBC	\$3,000 net (\$600 per week for 5 weeks) \$5,200 net (\$1,040 per week for 5 weeks) \$1,800 net (\$900 per week for 2 weeks)
Display Budget	\$9,000 net (\$3,000 per month for 3 months)
Campaign Total	\$19,000 net

11/19/2020

CONFIDENTIAL AND PROPRIETARY



# MEET THE TEAM

