



October 27, 2017

Mr. Ken Popplewell  
Director of Purchasing/Bids  
Jefferson County Public Schools  
VanHoose Education Center  
3332 Newburg Road  
Louisville, KY 40218

Dear Ken:

BCH appreciates the opportunity to provide additional context to our response to RFP #3079 for Public Relations and Community Relations Services.

It will be important to ensure outreach to all parts of the community and diverse populations in order to have a representative assessment of the community's desires in a Superintendent. Our approach to ensure equitable outreach would include the following:

- **Community Groups:** seek partnerships with key community groups reaching the African-American, Hispanic and Immigrant populations to serve as hosts of a stakeholder outreach meeting. Potential community organizations include and are not limited to:

Louisville Urban League  
West Louisville Community Ministries  
St. Stephen Baptist Church  
Canaan Community Development Corp.  
Adelante  
Prospanica  
Chestnut Street Family YMCA  
Boys and Girls Clubs

NAACP Louisville Branch  
Interdenominational Ministerial Coalition  
Bates Community Development Corp.  
Elim Baptist Church  
La Casita Center  
Americana World Community Center  
Kentucky Refugee Ministries  
Asia Institute Crane House

- **Targeted Media Outreach:** utilize targeted media that reach specific audiences to publicize the input process and opportunities for residents to learn more and engage with the process. In addition to mainstream media that reaches a wide audience, targeted media reaching specific audiences include:

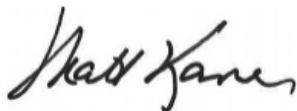
Louisville Defender  
WLOU-FM  
WLLV-AM  
WGZB-FM  
WMJM-FM

Urban Lifestylez with Max Maxwell  
La Voz de Kentucky  
Al Dia en America  
El Kentubano  
La Caliente Radio

- **Public Libraries:** Many residents use the Louisville Free Public Library branches for computer and Internet access. We would work with Library locations to display materials and signage about the community input process and educate Library staff on the community input process so that Library visitors may use their computers to visit the designated website.
- **Materials Translation:** More than 120 languages are spoken in Jefferson County Public Schools. In order to serve the ESL audience, we would leverage JCPS' translation services to translate the community-outreach materials and input form to the top five languages spoken and make those available online.
- **Equitable Surveying:** Should community-wide survey research be pursued, we would work to ensure representative samples are reflective of the community's diversity.

BCH appreciates being considered to serve JCPS in this capacity. Should you have additional questions, please do not hesitate to reach out to me. Thank you.

Sincerely,



Matt Kamer  
Partner