

Glassboro Public Schools



MEMO

To: Mark Silverstein

From: Michael Sloan

Date: 03/19/2025

Re: Laura Bishop Communications

Recommend that the Board accept the Letter of Agreement on behalf of Laura Bishop Communications (LBC), to provide Bond Referendum Communications services to Glassboro Public Schools.



March 6, 2025

Mr. Michael Sloan
Business Administrator
Glassboro Public Schools
560 Joseph Bowe Blvd.
Glassboro, NJ 08028

Dear Michael:

On behalf of Laura Bishop Communications (LBC), I am pleased to offer this Letter of Agreement to provide Bond Referendum Communications services to Glassboro Public Schools.

LBC will provide professional services within the scope of work outlined in the communications proposal dated January 13, 2025.

Fees will be billed for a maximum budget of \$50,000 through a contract term of December 1, 2025.

**Fees include graphic design, but do not include printing or mailing costs, video production, translation services or other pre-approved out-of-pocket expenses, such as photography and giveaways.*

Video production will be billed as an additional \$15,000 - \$20,000.

**Video production fees are inclusive, including script writing, prepping and coaching district "talent" for on-camera appearances, advance and on-site coordination with the district and video production company, and coordination of editing.*

Payment terms are 30 days from the date of the invoice. Should it become necessary to place this account with a collection agency or attorney, Glassboro Public Schools will be responsible for paying all collection costs and legal fees in addition to all other sums due.

Either party may terminate this agreement, without penalty, upon forty-five (45) days' written notice to the other party.

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Confidentiality

Laura Bishop Communications agrees to maintain and protect confidential information in accordance with the policies of Glassboro Public Schools, including in crisis situations. Laura Bishop Communications further agrees to return any documents or other materials provided to it by the client during the term of representation.

Should these terms be acceptable to you, please sign, date, and return to my attention, via USPS or email.

Sincerely,



Laura A. Bishop
CEO
Laura Bishop Communications
March 6, 2025
Date

Michael Sloan
Business Administrator
Glassboro Public Schools

Date