

Glassboro Public Schools



MEMO

To: Al Lewis

From: Michael Sloan

Date: January 28, 2026

Re: Public Communications Contract

Recommend Board approval of the agreement between Laura Bishop Communications, LLC and the Glassboro Board of Education for public communications services at a rate of \$3,000.00 per month for the contract period of February 1, 2026 through June 30, 2026, not to exceed a total amount of \$15,000.00.



January 14, 2026

Mr. Michael Sloan
Business Administrator
Glassboro Public School District
560 Bowe Blvd.
Glassboro, NJ 08028

Re: Letter Agreement for Glassboro Public School District

Dear Mr. Sloan,

On behalf of Laura Bishop Communications, LLC ("**LBC**"), I am pleased to offer this letter agreement ("**Agreement**") for LBC to provide services and materials to Glassboro Public School District ("**Client**") for Client's strategic post-referendum communications initiatives (the "**Project**").

Scope of Work

LBC will provide the client the following "**Services and/or Materials**" (as defined below) in connection with the Project (together, the "**Scope of Work**").

- Provide timely, engaging and visual post-referendum updates through letters to parents, staff, and the local community and via a district-wide e-newsletter to highlight the bid and construction process.
- Create regular content for social media and print-ready press releases for traditional news media to boost community pride and understanding of how the referendum projects support Glassboro's future.
- Transform the referendum website into a hub for all project-related updates, including frequently asked questions and project timelines.
- Infuse project updates into the district's stories to keep school and community audiences engaged during the construction process.
- Coordinate celebratory events like ribbon-cutting ceremonies or community tours to continue the momentum and excitement around the referendum projects.
- Prepare and submit 1-2 award applications that showcase the district's success stories.
- Consult on crisis/issue communications as needed.

The terms of this Agreement, including the fee provisions below, are based on the Scope of Work remaining unchanged. Any material changes to the Scope of Work may impact the cost and completion of the Services and Materials. If Client would like to request a change to the Scope of Work or request additional Services and/or Materials that exceed the Services and/or Materials described in the Scope of Work, Client and LBC will discuss the request to expand or adjust the Scope of Work and any associated fees of doing so. LBC will provide Client with an addendum to the original Agreement. Upon both LBC and Client signing the addendum, the addendum shall become effective and shall be incorporated into this Agreement. If LBC is unable to fulfill the requested additions or changes to the Scope of Work for any reason, LBC will notify Client and this Agreement (including the Scope of Work) will remain unchanged and in full force and effect.

Payment and Term

- a. The maximum total budget for the performance of the Services and creation of the Materials in connection with the Project will not exceed \$15,000 (“**Total Fee**”) during the term of this Agreement, February 1, 2026-June 30, 2026 (“**Term**”). The Total Fee will be billed as a monthly retainer of \$3,000 during the Term.
- b. If the Project is postponed or otherwise delayed for any reason beyond LBC’s control, Client shall promptly notify LBC of such postponement or delay in writing. Upon receipt of such notice, LBC will provide to Client a written outline of any necessary modifications to the Scope of Work and Total Fee. Any such modifications to this Agreement must be made in a written document signed by both parties. If the parties agree to modify the Scope of Work or Total Fee as a result of the Project being postponed or delayed, LBC will only be responsible for the Services and/or Materials in the modified Scope of Work, and the modified Total Fee shall supersede and replace the prior Total Fee.
- c. The Total Fee does not include fees or expenses for any other services or materials that are outside the Scope of Work for the Project as defined in this Agreement, such as:
 - Design fees for rebranding (e.g., new or additional logos) or other special design assignments requested by Client; and
 - Out-of-pocket expenses incurred by LBC in connection with the Project, such as professional photography/videography services; printing and mailing costs; translation services; promotional giveaways; travel and lodging expenses and other expenses related to any of the foregoing.

- LBC must obtain Client's prior written approval for any design fee or other out-of-pocket expense in excess of \$100. All expenses, including any design fees and any other expenses, including out-of-pocket expenses, will be billed separately on a monthly basis.
- d. LBC will invoice Client on a monthly basis for all fees and expenses in connection with the Services and/or Materials. Full payment on an invoice is due within 30 days after the date on the invoice. If full payment on an invoice is not made within 60 days after the date on such invoice, Client shall be charged and shall pay interest at the rate of one- and one-half percent (1.5%) per month on the overdue payment, or the maximum amount permitted by applicable law, whichever is greater.
- e. Either party may terminate this Agreement upon at least forty-five (45) days' prior written notice to the other party.
- f. Upon any termination or expiration of this Agreement, (1) Client shall promptly pay LBC in full for all Services performed and Materials created (whether or not completed) up to and including such date of termination or expiration, and (2) each party shall return to the other party any and all Confidential Information (defined below) of the other party in accordance with the Confidentiality provision below. All provisions of this Agreement which by their nature should survive, including as to Confidential Information (defined below), intellectual property ownership, indemnification, and limitation of liability, shall survive the termination or expiration of this Agreement.

Confidentiality

Each party shall maintain in confidence and protect from disclosure to third parties any and all business, technical, financial, proprietary, or otherwise confidential information or materials of the other party (collectively, "**Confidential Information**"). LBC may use Client's Confidential Information solely in connection with performance of the Services and creation of the Materials pursuant to this Agreement. Upon termination or expiration of this Agreement or at any time upon the request of either party, each party will promptly return to the other party such party's Confidential Information.

Individual Releases

Client is solely responsible for obtaining written authorization and standard releases from each individual to be interviewed, photographed, videotaped, or otherwise depicted in any content and Materials or otherwise in connection with the Project granting permission for the unlimited use of such individual's name, image, likeness, and/or voice in connection with the Project and Materials and releasing the Client and its vendors from all liability in connection with such use (each an

“Individual Release”). Client must obtain all such Individual Releases prior to LBC commencing the Services and creating the content and Materials, and Client shall provide verification to LBC in writing that all such Individual Releases are obtained prior to LBC commencing the Services and creating the Materials. LBC may in its discretion, but without obligation, obtain any Individual Releases in connection with this Agreement.

Copyright Ownership

Subject to payment of all applicable fees and expenses, Client shall own all right, title, and interest in and to the Materials created by LBC in connection with the Project, except that LBC shall retain a perpetual license to use any such Materials for the purposes of highlighting LBC’s services on its website, social media pages, in award nominations and in any other LBC communications that shares our firm’s expertise. Notwithstanding the foregoing, LBC shall retain all right, title, and interest in and to all of LBC’s preexisting materials used in connection with performance of the Services or creation of the Materials, and no rights in any of such LBC preexisting materials are being transferred to Client under this Agreement.

Indemnification

Client agrees to indemnify, defend, and hold harmless LBC against any third-party claims for damages, losses, liabilities, costs or expenses (including reasonable attorneys’ fees) arising out of or related to (1) infringement of the intellectual property right(s) of a third party arising from the Services and/or Materials, or (2) any violation of any publicity or privacy rights, including, without limitation, the unauthorized use of an individual’s name, image, likeness, and/or voice.

Limitation of Liability

ALL SERVICES AND/OR MATERIALS ARE PROVIDED BY LBC AS-IS WITHOUT WARRANTY OF ANY KIND. IN NO EVENT SHALL LBC’S LIABILITY EXCEED IN THE AGGREGATE THE TOTAL FEES PAID BY CLIENT TO LBC FOR THE SERVICES AND/OR MATERIALS GIVING RISE TO SUCH LIABILITY UNDER THIS AGREEMENT. NOTWITHSTANDING THE FOREGOING, LBC SHALL NOT BE LIABLE FOR ANY INDIRECT, CONSEQUENTIAL, PUNITIVE, SPECIAL, INCIDENTAL, OR EXEMPLARY DAMAGES ARISING DIRECTLY OR INDIRECTLY OUT OF THIS AGREEMENT.

Miscellaneous

- a. This Agreement shall be governed by the laws of the State of New Jersey without giving effect to its conflict of laws provisions.
- b. Nothing in this Agreement creates any agency, joint venture, partnership, or other form of joint enterprise, employment, or fiduciary relationship between the parties. LBC is an

independent contractor pursuant to this Agreement. Neither party has any express or implied right or authority to assume or create any obligations on behalf of or in the name of the other party or to bind the other party to any contract, agreement, or undertaking with any third party.

- c. The prevailing party in any action or proceeding arising out of the terms of this Agreement shall be entitled to receive an award of reasonable attorneys' fees and costs from the non-prevailing party.
- d. This Agreement (including any attachments or exhibits) constitutes the sole and entire agreement of the parties with respect to the subject matter contained in this Agreement and supersedes all prior and contemporaneous understandings, agreements, representations, and warranties, both written and oral, with respect to such subject matter. Any changes to this Agreement must be made in a written amendment signed by both parties.

Thank you for the opportunity to continue as part of the Glassboro Public School District team. Should the terms of this Agreement be acceptable to Glassboro, please sign, date, and return to laura@laura-bishop.com and christine@laura-bishop.com.

Sincerely,



Laura A. Bishop
Chief Executive Officer
Laura Bishop Communications
Date: January 14, 2026

Michael Sloan
Business Administrator
Glassboro Public School District
Date: _____