



## APS Communication Department Fact Sheet

We offer assistance with APS communication needs, including:

### **APS Strategic Planning/Message Development**

We work with schools and departments to develop communication and marketing plans including message development for key academic programs and APS initiatives.

### **Bond Communication**

We help with bond project communication including letters, newsletter articles, fact sheets and other communication tools regarding new school construction and bond improvements at each school site. We also assist schools with organizing community meetings and events related to bond improvements.

### **Internal/External Publications**

We help draft letters, newsletter articles and other communication tools for specific sites regarding school events and meetings, etc. Stories APS students, staff and community members are featured in *E-News* on the APS Website.

### **Incident Response**

We provide schools and sites assistance with incident response, including talking points, scripts, parent/staff letters and media response.

### **Marketing/Community Relations**

We highlight APS' unique academic programs to our community through a variety of online and print communications. Members of the communication team represent APS on key internal and community organizations and committees

### **Media Relations**

We actively pitch good news stories about APS and regularly hold news conferences on key announcements and initiatives. We also provide responses to media inquiries, including preparation of media statements and training of staff spokespersons. If reporters contact you, or if you have a story that you wish to promote, please contact Georgia Durán at 303-365-7805, [grduran@aps.k12.co.us](mailto:grduran@aps.k12.co.us).

### **Translation and Interpretation Services**

We provide district-level translation of documents and interpretation at community and staff meetings.

### **Web Site Development/Management**

We design and maintain the content on the APS Web site and provide assistance with school and departmental Web sites.

**Please submit your "good news" stories or upcoming events at  
[communication.aurorak12.org/newsroom/submit-good-news/](http://communication.aurorak12.org/newsroom/submit-good-news/)**

## Communication Team Members

<p style="text-align: center;">Georgia Durán Chief Communication Officer 303-365-7805 <i>grduran@aps.k12.co.us</i></p>	<p style="text-align: center;">Dianne Lewis Communication Coordinator 303-326-2175 <i>dlewis@aps.k12.co.us</i></p>	<p style="text-align: center;">Claudia Paz-Blossick Assistant to the Chief Communication Officer 303-326-2178 <i>cpaz-blossick@aps.k12.co.us</i></p>
<p style="text-align: center;">Calandra Hicks Department Secretary 303-326-2179 <i>czhicks@aps.k12.co.us</i></p>	<p style="text-align: center;">Rebecca Herbst Bond Communication Specialist 303-326-2182 <i>rlherbst@aps.k12.co.us</i></p>	<p style="text-align: center;">Rich Blegen District Web Manager 303-326-2176 <i>rablegen@aps.k12.co.us</i></p>
<p style="text-align: center;">Rodrigo Araya-Guerra Language Services Coordinator 303-326-2141 <i>raaraya-guerra@aps.k12.co.us</i></p>	<p style="text-align: center;">Rosa Vicky Leiva de Aguilar District Translator &amp; Interpreter 303-326-2177 <i>rvleivadeaguilar@aps.k12.co.us</i></p>	<p style="text-align: center;">Paula Hans News Media Specialist 303-326-2755 <i>pmhans@aps.k12.co.us</i></p>
<p style="text-align: center;">Jen Coleman Communication Intern 303-326-2141 <i>comminfo@aps.k12.co.us</i></p>	<p style="text-align: center;">Eleanor Frisch Communication Specialist 303-326-2180 <i>eefrisch@aps.k12.co.us</i></p>	<p style="text-align: center;">Shanika Thomas Communication Clerk 303-326-2183 <i>shathomas@aps.k12.co.us</i></p>