

Our Services

THE COMMUNICATIONS OFFICE:

- ▶ helps district leadership, schools and central offices publicize news, announcements and events;
- ▶ works with print and electronic media outlets to ensure fair, accurate coverage of school and district news;
- ▶ collaborates with the Mayor's Office and partner organizations to coordinate news conferences and other media events;
- ▶ coordinates marketing and public relations activities to foster public awareness of school reform efforts;
- ▶ develops and distributes family-friendly publications in various languages to help make parents and students aware of important school policies, procedures, activities and resources
- ▶ produces internal communications resources for staff, including the staff directory and *Connections*—back this fall as an e-newsletter
- ▶ maintains the BPS website
- ▶ produces BPS-TV – an ongoing series of cable television programs about the Boston Public Schools
- ▶ provides support and technical assistance in writing, editing, design, media relations and marketing for central offices and schools
- ▶ leads other communications projects and activities as needed.

Our Mission

The Boston Public Schools (BPS) Communications Office serves schools, central offices, and the community by supporting the development and delivery of clear, timely, and accurate information about the Boston Public Schools.

The office provides leadership, resources, coaching, and technical assistance to ensure that families, students, staff, partners, media, citizens, and other members of the community are kept informed about Boston Public Schools' priorities, successes, and challenges.

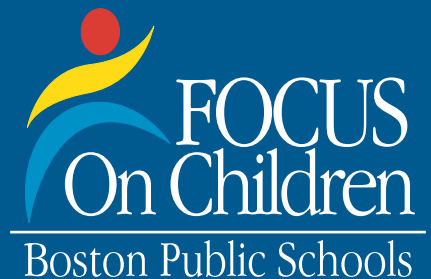
Contact Us

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Boston Public Schools Communications Office



*Engaging the community in
educational success*



Communications Office Staff

LEE MCGUIRE

Chief Communications Officer

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📞 **617-635-9265**

Lee is a former journalist who covered education, government and hurricanes for KHOU-TV in Houston, Texas before joining the Communications Office in 2010. He was nominated for an Emmy award for

his reporting on the H1N1 pandemic, and was named “Best Reporter in Texas” for coverage that included a year-long series on education reform. Lee graduated from Newton North High School and earned degrees from Princeton



University and the University of Missouri – Columbia. He lives in Boston’s South End.

GINA ALFONSECA

Staff Assistant

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📞 **617-635-6755**

Gina joined the Communications Office in 2006, bringing to the office her extensive experience in program coordination and business administration in a variety of community and non-profit organizations, including the Hispanic Office of Planning and Evaluation (HOPE), La Alianza Hispana, and Child Care Resource Center, Inc. She lives in Dorchester.



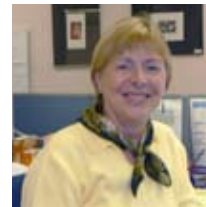
GRETCHEN O’NEILL

Publications Specialist

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📞 **617-635-9442**

Gretchen began her involvement with the Boston Public Schools in 1983 as co-chair of the Kilmer School Parent Council. In 1987, she joined the staff of the Citywide Educational Coalition, a public education advocacy group, where she produced publications for BPS families and the general public. She has worked in the BPS Communications Office since 1995. A long-time resident of West Roxbury, Gretchen earned degrees from Yale University and Loyola University of Chicago.



SETH PFEIFFER

Producer/Director, BPS-TV

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📞 **215-510-0393**

Seth Pfeiffer is a former producer and executive producer of morning television. Seth has worked for Fox in Philadelphia, NBC in Cincinnati and was the original producer of the Boston’s own Fox 25 Morning News. Though he grew up in Ohio, Seth spent his summers in Boston and on the Cape, as his mother was born and raised in South Boston. He studied broadcast journalism and communications at the University of Cincinnati.



MATTHEW F. WILDER

Director of Media Relations

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📞 **617-635-9494**

Matthew joined the Boston Public Schools Communications Office in July of 2009 as Director of Media Relations. Prior to joining BPS, Matt worked as a news producer at Boston’s ABC affiliate WCVB-TV (channel 5), where he was a part of an award-winning team that reported on many high profile news events, including the 2003 Rhode Island nightclub fire, the Democratic National Convention in Boston, the Big Dig tunnel collapse, and the diagnosis of Senator Edward M. Kennedy’s cancer. Previously Matt was a news writer/producer at Boston’s FOX affiliate WFXT-TV (channel 25). A Massachusetts native, Matt is a graduate of Suffolk University. He resides in Boston’s North End.



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