

Your Full-Service Communications Partner

A hallmark of Fine Point Communications is our **versatility**. Here is a sampling of projects that clients engaged us to perform in 2024-2025:



Departmental leadership

Direct the communications office:

- At one school throughout the academic year in an ongoing engagement
- For four months at another school during its search for a permanent director



Crisis communications

Develop messaging, often in coordination with legal counsel, regarding:

- An embarrassing legal matter involving the head
- A teacher's off-campus political activity, in light of certain curricular choices
- The potential closure of a school



Publication support

- Manage production of a school's semiannual magazine
- Report and write magazine and newsletter articles for several schools
- Copy-edit a 44,000-word self-study report for re-accreditation



Digital strategies

- Update website content to promote a more compelling value proposition
- Launch a parent newsletter series to increase awareness and engagement
- Create a drip campaign to move prospective families through the application pipeline
- Construct and manage a Google Ads campaign to drive summer camp enrollment



Strategic communications

- Coach a communications director through her first months at an independent school
- Track news coverage and advise on media relations' tactics and strategy
- Facilitate a board-level discussion of crisis response and advance preparation

If we can aid your school with projects like these or others, let's talk.

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