

Northeast Ohio's Powerful Leader in School District Communications, Public Relations, Design, Marketing, and Crisis Handling...

Current Clients



Joelle Magyar
Superintendent
2023 - present

- Overall communications strategy
- Levy guidance, voter behavior analysis
- Newsletter design, email authoring



Dr. Richard Reynolds
Superintendent
2006 - present

- New operating funds, 2005 & 2012
- Renewals, 2016
- Strategic planning, 2012
- Ongoing communications, '07 - present



Jeffrey D. Harrison
Superintendent
2023 - present

- New operating funds, 2018
- \$44.5M bond issue, 2019
- Ongoing communications, '17 - present



Dr. Ted Caleris
Superintendent
2017 - present

- New operating funds, 2020
- Renewals, '21 & '22
- Ongoing communications, '17 - present



John Stoddard
Superintendent



Dr. Jacqueline Hoynes
President

Past/Project Clients



Jim Crooks
Principal
216-965-2559
jim@jcpowerllc.com

Gabe Host
Account Executive
216-577-4481
gabe@jcpowerllc.com

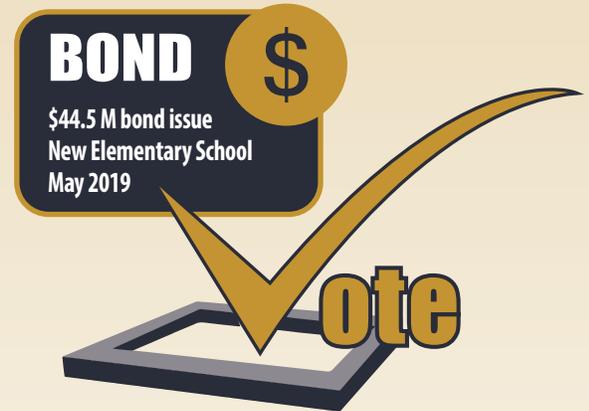
Jason Crowe
Senior Graphic Designer
330-338-4425
jason@jcpowerllc.com

Serving Our Clients with Power... Since 2006!

Bond Issue Passage and Reliable Superintendent Communications

"I have relied on Jim Crooks with messaging and framing the most sensitive communications to come from the Superintendent's Office for nearly 7 years. More than just communicating the positive news of a school district, which JC Power does extremely well, for delicate political matters...including managing the campaign that passed a \$44.5 Million bond issue... Jim is depended upon to communicate tough topics with lightning-quick speed and laser-focus."

~ *Joelle M. Magyar, Superintendent of Avon Lake City Schools
Past Superintendent of Brecksville-Broadview Heights City Schools*



School District Branding and Image Enhancement

"I've worked with Jim and his team for more than 15 years, most recently in the South Euclid Lyndhurst Schools, where following my efforts to create a strategic plan for the district, JC Power helped to breathe new life into a time-honored brand, and then effectively apply it to all marketing, web, and promotional materials... Jim Crooks is a trusted advisor for all things related to our school district communications!"

~ *Dr. Linda N. Reid, Past Superintendent of South Euclid Lyndhurst Schools
Past Superintendent of Garfield Heights City Schools*

Strategic Communications

"The JC Power team, as maestros of the communications orchestra, synchronizes the entire mix of marketing, public relations, web, and creative services...all cost effective and with precision!"

~ *Dr. Theodore Caleris, Brooklyn City Schools Superintendent*



JC Power Specialties

- Superintendent Email Authoring
- Brand Design and Refresh
- Political Communications
- District Newsletter Design and Writing
- Strategic Plan Facilitation & Design
- Web Management
- Positive Stories Posted Online & Social Media
- Crisis Communications
- Creative & Infographic Design

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