

**From:** [Julian Coca](#)  
**To:** [Nan Kiel](#); [Eric Rauch](#)  
**Date:** Wednesday, September 13, 2023 8:29:36 AM

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Nan Kiel - let's title the AHA piece something provocative...

"Superintendent Chris Ragsdale named America's Best Superintendent!"

or

"Congratulations Boss! Chris Ragsdale named America's Best Superintendent"

Other ideas?

**From:** [Julian Coca](#)  
**To:** [John Floresta](#)  
**Date:** Wednesday, September 13, 2023 8:29:58 AM

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Thoughts on a headline?

"Chris Ragsdale named America's Best Superintendent!"

or

"Congratulations Boss! Chris Ragsdale named America's Best Superintendent"

Other ideas?

**From:** [Eric Rauch](#)  
**To:** [Nan Kiel](#); [Julian Coca](#)  
**Date:** Wednesday, September 13, 2023 8:32:58 AM

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I like the first. The second is a bit much, especially when we are already said to be the District's ministry of propaganda.

**From:** [Eric Rauch](#)  
**To:** [Nan Kiel](#); [Julian Coca](#)  
**Date:** Wednesday, September 13, 2023 8:34:58 AM

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“Chris Ragsdale Named Best Superintendent with National Award”

**From:** [Julian Coca](#)  
**To:** [Nan Kiel](#); [Eric Rauch](#)  
**Date:** Wednesday, September 13, 2023 8:37:43 AM

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"Cobb Superintendent named the National Superintendent of the Year"

"Cobb Superintendent Wins National Superintendent of the Year Award!"

**From:** [Eric Rauch](#)  
**To:** [Nan Kiel](#); [Julian Coca](#)  
**Date:** Wednesday, September 13, 2023 8:39:18 AM

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Using Superintendent twice is a bit much.

**From:** [Eric Rauch](#)  
**To:** [Nan Kiel](#); [Julian Coca](#)  
**Date:** Wednesday, September 13, 2023 8:39:37 AM

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For a headline

**From:** [Eric Rauch](#)  
**To:** [Nan Kiel](#); [Julian Coca](#)  
**Date:** Wednesday, September 13, 2023 8:40:55 AM

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I like having his name in the title. A subtle twist of the knife to detractors.



**From:** [John Floresta](#)  
**To:** [Julian Coca](#)  
**Date:** Wednesday, September 13, 2023 8:48:10 AM

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I like the last one

**From:** [Julian Coca](#)  
**To:** [John Floresta](#)  
**Date:** Wednesday, September 13, 2023 8:48:45 AM

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“Chris Ragsdale Named Best Superintendent with National Award”

"Cobb Superintendent named the National Superintendent of the Year"

"Cobb Superintendent Wins National Superintendent of the Year Award!"

**From:** [Julian Coca](#)  
**To:** [John Floresta](#)  
**Date:** Wednesday, September 13, 2023 8:49:05 AM

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We like having his name in the title because it is a subtle dig... 

**From:** [Julian Coca](#)  
**To:** [John Floresta](#)  
**Date:** Wednesday, September 13, 2023 8:49:27 AM

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but technically the award is

"the National Superintendent of the Year Award"

**From:** [Julian Coca](#)  
**To:** [John Floresta](#)  
**Date:** Wednesday, September 13, 2023 8:49:57 AM

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"Chris Ragsdale named National Superintendent of the Year!"

**From:** [Julian Coca](#)  
**To:** [Nan Kiel](#); [Eric Rauch](#)  
**Date:** Wednesday, September 13, 2023 8:50:15 AM

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The award is technically called "the National Superintendent of the Year Award"

**From:** [Julian Coca](#)  
**To:** [Nan Kiel](#); [Eric Rauch](#)  
**Date:** Wednesday, September 13, 2023 8:50:21 AM

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"Chris Ragsdale named National Superintendent of the Year!"

**From:** [Julian Coca](#)  
**To:** [Nan Kiel](#); [Eric Rauch](#)  
**Date:** Wednesday, September 13, 2023 8:50:47 AM

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I'm a fan of the fanboying...

"Congratulations Boss! Chris Ragsdale named National Superintendent of the Year!"



**From:** [Julian Coca](#)  
**To:** [John Floresta](#)  
**Date:** Wednesday, September 13, 2023 8:51:01 AM

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"Congratulations Boss! Chris Ragsdale named National Superintendent of the Year!"

**From:** [Nan Kiel](#)  
**To:** [Julian Coca](#); [Eric Rauch](#)  
**Date:** Wednesday, September 13, 2023 8:52:38 AM

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I would love to work in about him having heart since it is the AHA. He has Heart! maybe more for social

**From:** [Julian Coca](#)  
**To:** [Nan Kiel](#); [Eric Rauch](#)  
**Date:** Wednesday, September 13, 2023 8:53:22 AM

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I love that.

"Our Boss has Heart! Chris Ragsdale named National Superintendent of the Year!"

Oh... they would hate that.

**From:** [Julian Coca](#)  
**To:** [John Floresta](#)  
**Date:** Wednesday, September 13, 2023 8:53:34 AM

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"Our Boss has Heart! Chris Ragsdale named National Superintendent of the Year!"

**From:** [John Floresta](#)  
**To:** [Julian Coca](#)  
**Date:** Wednesday, September 13, 2023 8:53:34 AM

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Up to you all

**From:** [Julian Coca](#)  
**To:** [Nan Kiel](#); [Eric Rauch](#)  
**Date:** Wednesday, September 13, 2023 9:00:30 AM

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"Chris Ragsdale named National Superintendent of the Year!"

"Congratulations Boss!. Chris Ragsdale named National Superintendent of the Year!"

"Our Boss has Heart! Chris Ragsdale named National Superintendent of the Year!"

"He's got Heart! Chris Ragsdale named National Superintendent of the Year!"

Which do we like best?

**From:** [Nan Kiel](#)  
**To:** [Julian Coca](#); [Eric Rauch](#)  
**Date:** Wednesday, September 13, 2023 9:14:09 AM

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Probably not the boss one since parents and students would not view him as their boss.

**From:** [Nan Kiel](#)  
**To:** [Julian Coca](#); [Eric Rauch](#)  
**Date:** Wednesday, September 13, 2023 9:15:21 AM

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Did the AHA have an image we could use or should Daniel make one? He could add the heart part to the graphic and use the "He's got heart..." text for social.



**From:** [Julian Coca](#)  
**To:** [Nan Kiel](#); [Eric Rauch](#)  
**Date:** Wednesday, September 13, 2023 9:16:28 AM

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Ask Daniel and Zach to create one please.

**From:** [Nan Kiel](#)  
**To:** [Zachary Alderson](#); [Daniel Vehar](#)  
**Date:** Wednesday, September 13, 2023 10:41:40 AM

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Daniel Vehar We will need a cover image for the article about Superintendent Ragsdale being named Superintendent of the Year by the AHA. Could you or Zach help us with a cover image? I was thinking something with his photo and maybe something about him having heart since it is the American Heart Association.

**From:** [Nan Kiel](#)  
**To:** [Zachary Alderson](#); [Daniel Vehar](#)  
**Date:** Wednesday, September 13, 2023 10:44:11 AM

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The article headline may be something like "Chris Ragsdale named National Superintendent of the Year!" or if you cannot work it into the graphic maybe something like "He's got Heart! Chris Ragsdale named National Superintendent of the Year!"

**From:** [Julian Coca](#)  
**To:** [John Floresta](#)  
**Date:** Wednesday, September 13, 2023 2:16:41 PM

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John Floresta - are you ok with me putting the AHA Super of the Year piece on every school site too?

**From:** [Julian Coca](#)  
**To:** [John Floresta](#)  
**Date:** Wednesday, September 13, 2023 2:16:51 PM

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I want to push it out DISTRICT wide.

**From:** [Julian Coca](#)  
**To:** [John Floresta](#)  
**Date:** Wednesday, September 13, 2023 2:21:00 PM

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[https://www.cobbk12.org/\\_ci/p/89345](https://www.cobbk12.org/_ci/p/89345)

**From:** [Julian Coca](#)  
**To:** [Nan Kiel](#); [Eric Rauch](#)  
**Date:** Wednesday, September 13, 2023 2:21:24 PM

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Let's send as a press release Nan Kiel... before COB.

**From:** [Julian Coca](#)  
**To:** [Daniel Vehar](#)  
**Date:** Wednesday, September 13, 2023 2:27:22 PM

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Daniel Vehar John wants to make sure that gets on social today, please



**From:** [John Floresta](#)  
**To:** [Julian Coca](#)  
**Date:** Wednesday, September 13, 2023 2:28:06 PM

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**Julian Coca**

John Floresta - are you ok with me putting the AHA Super of the Year piece on every school site too?

Yes

**From:** [Julian Coca](#)  
**To:** [John Floresta](#)  
**Date:** Wednesday, September 13, 2023 2:51:11 PM

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We need David recording so we can turn it around as fast as possible

**From:** [David Owen](#)  
**To:** [Julian Coca](#)  
**Date:** Wednesday, September 13, 2023 3:36:20 PM

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Re: Super's Comments video... This is what we Southerners call "a pig in a poke." It's an unknown to me as to what to expect, so my plan likely would be to create a simple title (white text, black field) saying something like, "Superintendent Ragsdale's Comments on [topic]", then fade into them without edit, then fade into the One Team, One Goat logo at the end. Does that meet expectations?

**From:** [Julian Coca](#)  
**To:** [David Owen](#)  
**Date:** Wednesday, September 13, 2023 3:39:11 PM

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"Superintendent Ragsdale's Comments from 9-14-23 BOE"

But i'd want the video hidden for only our use. I don't really want people pulling it up elsewhere...

But the rest is fine.

**From:** [David Owen](#)  
**To:** [Julian Coca](#)  
**Date:** Wednesday, September 13, 2023 3:42:14 PM

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Title SEO value = 0.  I no longer trust YT implicitly to protect video privacy. The podcast promo had been set to unlisted, but Cindy Nichols was able to find it. Maybe that was because it is a podcast file and the podcast series is set to public. I'll research more on it tomorrow afternoon.