

**Subject:** Benefit of Cajon Valley Videos

**From:** Paul Kruze <paul@paulkruzelive.com>

**Date:** 8/29/2019, 2:01 PM

**To:** miyashirod@cajonvalley.net, buxbaums@cajonvalley.net, bartoj@cajonvalley.net, Noemia Areias Rodrigues <rodriguesn@cajonvalley.net>

Dear Dr. Miyashiro,

I'm right now writing an article about the promotional videos which are being produced by the district.

I would very much appreciate if you could please give me by Friday at 4 p.m. verifiable documentation on the beneficial results of those videos.

This could be increases in the number of students in a program, impact on enrollment, etc.

All the best and thank you,

Paul Kruze

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**PAUL KRUIZE** · Multimedia Journalist  
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**Subject:** Additional Questions

**From:** Paul Kruze <paul@paulkruzelive.com>

**Date:** 8/30/2019, 1:44 AM

**To:** miyashirod@cajonvalley.net, Noemia Areias Rodrigues <rodriguesn@cajonvalley.net>, bartoj@cajonvalley.net, buxbaums@cajonvalley.net, "editor >> Miriam Raftery" <editor@eastcountymagazine.org>

Dr. Miyashiro,

I have some additional questions in regards to the article I am writing.

1. What is your vision/goal for the production of the videos which are posted on the District's YouTube page?
2. What are some of the long term goals you have for the videos?
3. Is there a process of evaluating the effectiveness a video?
4. What have you been able to determine, in terms of effectiveness, what usually works best in a video? How is this evaluated?
5. Is the District still purchasing advertising on streaming services such as Spotify as it did last year? How effective was that?
6. What other media has the District utilized to reach students and their families?
7. Has the District bought advertising opportunities on YouTube?
8. What is the production process for a video? Do you meet directly with the producers of the videos? Is someone on your staff responsible for that part of the production? Who writes the scripts? Who produces and directs the videos?
9. Who determines the budget for the videos? What is a usual budget for these promotional videos?

I would appreciate your answers to these question by 4 p.m. today.

All the best and thanks,

Paul Kruze

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**Subject:** When would be a good time....

**From:** Paul Kruze <paul@paulkruzelive.com>

**Date:** 9/5/2019, 7:02 PM

**To:** "Tamara Otero (GB)" <oterot@cajonvalley.net>, "Tamara Otero (GB)" <tamaralotero@gmail.com>

Hi Ms. Otero,

I have a few questions to ask you for articles I'm writing these days.

When would be a good time for me to call you tomorrow?

I presume 619-244-8138 is the phone number to reach you at?

One of the articles I'm doing is about the promotional videos being put out by the District on Youtube.

All the best,

Paul Kruze

Contributing Editor, East County Magazine

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**Subject:** Re: When would be a good time....  
**From:** Paul Kruze <paul@paulkruzelive.com>  
**Date:** 9/5/2019, 9:50 PM  
**To:** "Tamara Otero (GB)" <oterot@cajonvalley.net>

Hi Tamara,

I usually do the questions ad lib. But here are the topics:

Vision/goal for the videos posted on the District's Youtube page

Long term goals of the videos

Benefits of the videos

Process of evaluating the effectiveness of a video, verifiable documentation of this

Process of who decides to produce a video on a topic

District advertising on Spotify – still doing this?

Result of that advertising on Spotify

Second topic:

Opinion on that the survey for the school bond request not being done in Spanish or Arabic/Chaldean when at least 35% of the students in the district have English as a second language,

Thanks,

Paul

On 9/5/2019 8:15 PM, Tamara Otero (GB) wrote:

Mr. Kruze,

Send me your questions first.

Tamara

On Sep 5, 2019, at 7:02 PM, Paul Kruze <[paul@paulkruzelive.com](mailto:paul@paulkruzelive.com)> wrote:

Hi Ms. Otero,

I have a few questions to ask you for articles I'm writing these days.

When would be a good time for me to call you tomorrow?

I presume 619-244-8138 is the phone number to reach you at?

One of the articles I'm doing is about the promotional videos being put out by the District on Youtube.

All the best,

Paul Kruze  
Contributing Editor, East County Magazine

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**Subject:** CPRA REQUEST: "FLASH MOB" 2018 and 2019 VIDEO PRODUCTION  
**From:** Paul Kruze <paul@paulkruzelive.com>  
**Date:** 9/6/2019, 1:32 AM  
**To:** bartoj@cajonvalley.net, buxbaums@cajonvalley.net, Miriam Raftery  
<editor@eastcountymagazine.org>, Noemia Areias Rodrigues  
<rodriguesn@cajonvalley.net>, miyashirod@cajonvalley.net

This California Public Records Act request is for the production costs of the 2018 and 2019 Flash Mob videos.

It would be very much appreciated if you could please confirm your receipt of this e-mail.

This CPRA must be fulfilled by September 17, 2019.

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— Attachments: —

CajonValley\_CPRA09062019\_FlashMobVideos.pdf

188 KB

# PAUL KRUZE | Multimedia Journalist

(619) 647-3666 paul@paulkruzelive.com www.paulkruzelive.com

September 6, 2019

SENT VIA E-MAIL

David Miyashiro, EdD  
Scott Buxbaum, Asst. Superintendent, Business Services  
Naomi Rodrigues, Executive Assistant  
Cajon Valley Union School District  
P.O. Box 1007  
750 E. Main Street  
El Cajon, CA 92020

Dear Dr. Miyashiro, Mr. Buxbaum, and Ms. Rodrigues,

This is a California Public Record Acts Request for records pertaining to

## “FLASH MOB” DANCE MOB VIDEOS

- August 2018 and August 2019 videos
- All invoices and receipts for expenses including:
  - Choreographer services in Palm Springs
    - Accommodations and other expenses incurred by the choreographer
- All videographer expenses, editing

If there are any fees for searching or copying these records, please inform me if the cost will exceed \$10.00. However, as an accredited representative of the news media, I request a complete waiver of all fees in that the disclosure of the requested information is in the public interest and for news gathering purposes. This information is not being sought for commercial purposes.

This CPRA request should be deemed as a “rolling request” that the materials sought in this CPRA request be made immediately available to Paul Kruze and East County Magazine as they become available. (A “rolling production of documents” is defined here as a process in which responsive documents are delivered incrementally to a requesting party to provide timely, partial satisfaction of a document request.)

The printed documents requested may be submitted in a compatible digital Portable Digital Format (PDF) electronic file format. These printed documents requested may be electronically sent to a media server link via the internet at <http://www.paulkruzelive.com/sendfile> or to [sendfile@paulkruzelive.com](mailto:sendfile@paulkruzelive.com), [paul@paulkruzelive.com](mailto:paul@paulkruzelive.com).

Dr. David Miyashiro, et al.  
page 2

*Please ensure that all imaged documents are clear and legible. Illegible or unreadable documents will be flagged and returned to Cajon Valley Union School District with a request to be re-processed and re-imaged if they do not meet this standard.*

The California Public Records Act requires a response to this within ten business days. If access to the records I am requesting will take longer, please contact me with specific information about when I might expect copies of the requested records.

If you deny any or all of this request, please cite each specific exemption you feel justifies the refusal to release the information and notify me of the appeal procedures available to me under the law.

Thank you, in advance, for your cooperation to this CPRA request.

Sincerely,

A handwritten signature in black ink that reads "Paul Kruze". The signature is written in a cursive, flowing style.

Paul Kruze  
Multimedia Journalist

Contributing Editor, East County Magazine



**Subject:** From Paul Kruze

**From:** Paul Kruze <paul@paulkruzelive.com>

**Date:** 9/23/2019, 2:41 PM

**To:** "miyashirod@cajonvalley.net" <miyashirod@cajonvalley.net>

Dear Dr. Miyashiro,

When would be a good time today to do a relatively short interview with you? Perhaps today at about 4 p.m.?

I'm doing an article about the videos that are produced by CVUSD.

I want to cover:

- \* Vision/goal for the videos produced? Long term goals?
- \* Benefits of the videos? Is this quantifiable?
- \* Process of evaluating the effectiveness of a video, verifiable?
- \* Process of who decides to produce a video on a topic?

Then I have a question about the proposed bond:

- \* Opinion that the survey conducted by DSC ignored Spanish or Arabic/Chaldean respondents when at least 35% of the students in the district have English as a second language.

I look forward to hearing from you.

All the best and thanks,

Paul

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**Subject:** Questions for CVUSD

**From:** Paul Kruze <paul@paulkruzelive.com>

**Date:** 9/26/2019, 1:36 AM

**To:** "Tamara Otero (GB)" <oterot@cajonvalley.net>, "Tamara Otero (GB)" <tamaralotero@gmail.com>, miyashirod@cajonvalley.net

Dr. Miyashiro and Mrs. Otero,

As you know, I have been working on an extensive article about Cajon Valley Union School District use of promotional videos that are uploaded on YouTube. Miriam Raftery, Editor and Publisher of East County Magazine has asked me to once again reach out to both of you one more time trying to get your input on those videos.

She has authorized me to allow you to send you specific written questions on which I can give you until Friday at 12:00 p.m. to answer via e-mail.

1. What is your vision/goal for the videos produced by the District? Long term goals?
2. What quantifiable benefits of the videos has the district experienced? Is this quantifiable? Can you give me direct proof of the benefits? Grants? Increased enrollment?
3. What is the process of who decides to produce a video on a topic? If I was a teacher in the district how (and who) would I approach to get a video produced?
4. How are the video producers engaged in the process? Who writes the script?
5. Does the district have a written process of evaluating the effectiveness of a video?
6. Some have said that the district is spending too much money on the videos? How do you counter their feelings/beliefs?
7. Who pays for the utilities (electricity, water, security) used by the Ron and Karen Cook Studio at Flying Hills Elementary? If not Ron Cook Media, does the CVUSD get a break on the cost of the videos? Some other quid pro quo?
8. What need is being fulfilled with them having an on-site?

Two questions on a totally different subject matter:

1. The CVUSD has over 35% of its students who are English as a Second Language learners from the Latino community and the Middle East communities (Arabic/Chaldean communities). How do you justify DS&C totally shunning these communities in its survey of parents? What about the District's commitment to diversity?
2. In that board workshop on the proposed bond, CVUSD Board of Trustee Member Jill Barto was the

only board member who directly raised a question about these communities being not surveyed.

3. Why didn't anyone else on the board question this and demand these communities to be surveyed as well?

4. The CVUSD has stated a better commitment would be made by the district after accusations by CAIR - Council on American-Islamic Relations and the East County Justice Coalition that the safety needs of Middle East students were not being addressed after a student bullying event at Greenfield Middle School in October 2018. How does the exclusion of this community fit in to that commitment when a half-a-billion dollar/30 year bond is to be voted on by the community?

<https://www.eastcountymagazine.org/islamic-group-calls-cajon-valley-school-board-fire-principal-moved-another-school-after-alleged>

I very much appreciate and will look forward to receiving your answers to these questions.

All the best and thanks,

Paul Kruze

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