

Communications & Community Relations Report

June 19, 2026



THINK LEARN BE
MORE
TOGETHER
POCATELLO/CHUBBUCK
SCHOOL DISTRICT 25



Monthly Communications Insights

PCSD 25 Social Media At a Glance

As of June 10, 2026



Followers

12,592



Followers

1,453



Subscribers

702

Most Active Social Channel: Facebook



326,581
Views



23,196
Engagement



2,650
Reactions



152
Shares



3.4k
Video Views
YouTube

Livestreams



June 4, 2026
NHHS Graduation Ceremony
 349 views

May 21, 2026
Special Meeting
 119 views

May 20, 2026
Special Meeting
 486 views

May 19, 2026
Regular Board Meeting
 272 views

May 18, 2026
Negotiations
 295 views

May 14, 2026
Negotiations
 341 views

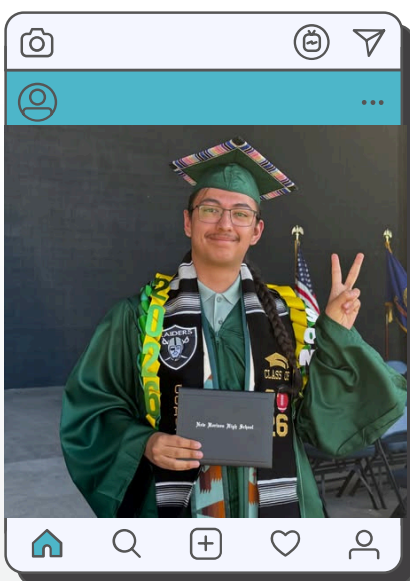


Top Performing Posts

Top Content By Views: Last 28 Days



Views 14,220
 Viewers 8,409
 Interactions 102
 Impressions 9,108
 Shares 60
 Reactions 38



Views 22,429
 Viewers 11,994
 Interactions 192
 Impressions 12,447
 Shares 7
 Reactions 180

01 June 5, 2026

Now in its twenty-fifth year of operation, the Pocatello/Chubbuck School District 25 is gearing up for the 2026 Summer Food Service Program.

Meals will be served weekdays, Monday through Friday from 11:30 a.m. until 12:30 p.m. beginning Monday, June 8, 2026. The last day of service will be Friday, August 7, 2026. Meal service will not be provided on Friday, July 4 in observance of the holiday.

[Read the full post](#)

02 June 5, 2026

Class of 2026 Graduation ceremony pictures are now available at sd25.us/graduation

[Read the full post](#)

Most Watched Video - YouTube

Top Content By Views: May 12 - June 8, 2026

PCSD 25 Special Meeting: 5-Day Hybrid Options

<https://youtu.be/HpScvv5AkX0>

ANALYTICS

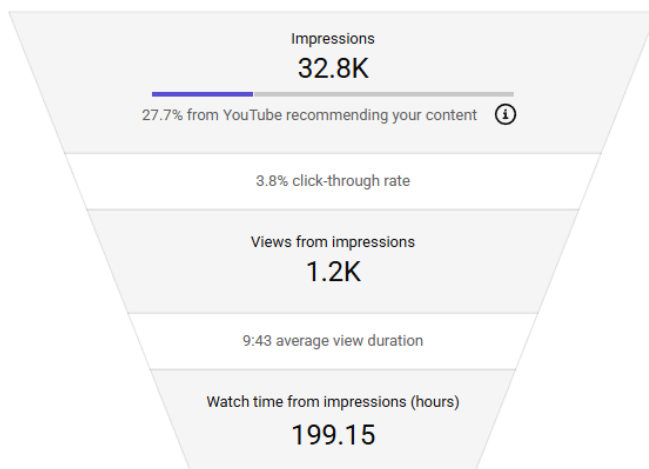
Total Views 334
 Unique Views 314
 Average View 17:45
 Watch Time 98.8 hours



CHANNEL REACH

Impressions and how they led to watch time

Data available May 12 - Jun 8, 2026 (28 days)



Total Channel Views: 3,382
 Total Watch Time: 454.3 hours
 Monthly Audience: +26

Class
of 2026



Graduation Photo Galleries



New Horizon High School: <https://newhorizon.sd25.us/connect/graduation>

Century High School: <https://century.sd25.us/connect/graduation>

Highland High School: <https://highland.sd25.us/connect/graduation>

Pocatello High School: <https://pocatello.sd25.us/connect/graduation>



National Recognition for Strategic Communications



Pocatello/Chubbuck School District 25 received a 2026 Golden Achievement Award from the National School Public Relations Association (NSPRA) for its "You Belong Here: Stabilizing Enrollment" campaign.

NSPRA's Golden Achievement Awards recognize outstanding, strategic work in school public relations, communication, marketing, and engagement. Entries are evaluated by experienced school communication professionals and public relations practitioners from across the country. According to NSPRA, this year's recipients represent "impactful, innovative work shaping the future of school communication."

PCSD 25 was the only Idaho school district recognized among more than 130 award-winning entries representing the 2,500 school districts, education agencies, and educational organizations belonging to NSPRA nationwide.

In addition to receiving the award, Director of Communications Courtney Fisher was invited to present the campaign at NSPRA's National Seminar and to participate in a national Leaders Learn webinar focused on communicating through demographic shifts and enrollment change.

In extending the webinar invitation, NSPRA noted that the district's award-winning work would bring a "valuable, real-world perspective" to the national conversation. These invitations position PCSD 25 as a contributor to discussions on enrollment stabilization, community engagement, and public education communications at the national level.

[View the award-winning campaign submission](#)

MEDIA LINKS

Appendix

Links to articles May 14 to June 10, 2026

May 14, 2026

An email gaffe sparks a special ed brushfire – and reignites the GOP’s great divide

<https://www.idahoednews.org/top-news/analysis-an-email-gaffe-sparks-a-special-ed-brushfire-and-reignites-the-gops-great-divide/>

Idaho’s most expensive primary: Guthrie vs. Worley

<https://www.idahoednews.org/ballot-beat/idahos-most-expensive-primary-guthrie-vs-worley/>

Idaho Gov. Brad Little outraises all statewide candidates

https://www.idahostatejournal.com/news/local/idaho-gov-brad-little-outraises-all-statewide-candidates/article_132804a0-4581-4203-86e9-5ca477da0a30.html

If voucher data told a positive story, the state wouldn’t conceal it

<https://www.idahoednews.org/voices/if-voucher-data-told-a-positive-story-the-state-wouldnt-conceal-it/>

A new era for civics education in Idaho

<https://www.idahoednews.org/voices/a-new-era-for-civics-education-in-idaho/>

May 15, 2026

Separate security scares disrupt two Southeast Idaho Schools within 30-minutes span Wednesday

https://www.idahostatejournal.com/news/local/separate-security-scares-disrupt-two-southeast-idaho-schools-within-30-minute-span-wednesday/article_221be779-f4fc-4fa1-954e-280c8a90e8b8.html

Three candidates vie for open Bannock County Commissioner seat

https://www.google.com/search?q=Three+candidates+vie+for+open+Bannock+County+Commissioner+seat+Idaho+state+journal&sca_esv=8a3c2fcdde4b6b64&sxsrf=ANbLn7bUCGWFguSZ6D86eByDr4RfHtohQ%3A1779296812751&ei=LOoNauLDLeyb0PEPiaW6Q8&ved=0ahUKewjiiWTrciUAxXsDTQIHQqzJf0Q4dUDCBI&uact=5&oq=Three+candidates+vie+for+open+Bannock+County+Commissioner+seat+Idaho+state+journal&gs_l=EGxnd3Mtd2l6LXNlcnAiUIRocmVIIGNhbmRpZGF0ZXMGdmllIGZvciBvcGVuIEJhbm5vY2sgQ291bnR5IENvbW1pc3Npb25lciBzZWFOIElkYWwhIHN0YXRlIGpvdXJlYXVhIHoBJYoBJwAXgAkAEAmAFqoAGtAaoBAzEuMbgBA8gBAPgBAvgBAZgCAKACAJgDAIlgGAZIHAKAHzQGyBwC4BwDCBwDIBwCACAE&sclient=gws-wiz-serp&safe=active&ssui=on

Two Republicans square off for District 29 Seat B in May 19 primary

https://www.idahostatejournal.com/news/local/two-republicans-square-off-for-district-29-seat-b-in-may-19-primary/article_9d8048f9-7ff1-4aba-a4ec-779dad21cd54.html

May 18, 2026

Group opposing political extremism doubles Idaho election spending

<https://www.idahoednews.org/ballot-beat/group-opposing-political-extremism-doubles-idaho-election-spending/>

May 19, 2026

Bonds, plant facilities levies fail; most supplemental levies pass

<https://www.idahoednews.org/elections-category/voters-weigh-in-on-183-million-in-school-ballot-measures/>

Magic Valley voters oust four incumbents in major shakeup

<https://www.idahoednews.org/elections-category/idahoans-decide-on-51-primary-contests/>

News and analysis from Kevin Richert

<https://www.idahoednews.org/kevins-blog/kevin-richerts-live-election-night-blog/>

Eagle group circulates influential voter guide while avoiding state disclosure rules

<https://www.idahoednews.org/ballot-beat/eagle-group-circulates-influential-voter-guide-while-avoiding-state-disclosure-rules/>

Kuna trustees sever ties with Idaho School Boards Association

<https://www.idahoednews.org/news/kuna-trustees-sever-ties-with-idaho-school-boards-association/>

Final GOP primary and school levy results for Bear Lake, Caribou and Franklin counties

https://www.idahostatejournal.com/news/local/final-gop-primary-and-school-levy-results-for-bear-lake-caribou-and-franklin-counties/article_608dd0c0-b296-4974-8920-a72c14337436.html

Early voting turnout a mixed picture across East Idaho ahead of today's primary

https://www.idahostatejournal.com/freeaccess/early-voting-turnout-a-mixed-picture-across-east-idaho-ahead-of-tuesdays-primary/article_ec40f137-2bba-48a4-8a2e-1c71804de07c.html

Who is funding legislative candidates in Districts 28, 29

<https://www.eastidahonews.com/2026/05/who-is-funding-legislative-candidates-in-districts-28-29/>

May 20, 2026

Most Bannock County GOP incumbents survive primary; Burgoyne falls to Miles

https://www.idahostatejournal.com/news/local/most-bannock-county-gop-incumbents-survive-primary-burgoyne-falls-to-miles/article_e83b7028-8088-45d9-8141-1d0d983d75e6.html

Rep. Veile defeats challenger Chad Christensen in GOP primary

https://www.idahostatejournal.com/news/local/rep-veile-defeats-challenger-chad-christensen-in-gop-primary/article_de088728-fee3-4cda-b5ad-d5a211193f39.html

PMC accuses Regence of denying 76 percent of claims; insurer calls allegation sensational

https://www.idahostatejournal.com/news/local/contract-clash-pmc-accuses-regence-of-denying-76-percent-of-claims-insurer-calls-allegations-sensational/article_21e5dcdf-bd07-4636-a6d4-f37a77718e42.amp.html

Gov. Brad Little has won the republican primary

https://www.kpvi.com/news/local_news/gov-brad-little-has-won-the-republican-primary/article_faf41368-7207-4677-a9f1-5166d0786c9f.html

The mainstream picked up ground Tuesday. But not a lot of it

<https://www.idahoednews.org/top-news/analysis-the-mainstream-picked-up-ground-tuesday-but-not-a-lot-of-it/>

May 21, 2026

Double ballot fails spell double trouble for rural Idaho schools

<https://www.idahoednews.org/elections-category/double-ballot-fails-spell-double-trouble-for-rural-idaho-schools/>

May 22, 2026

'It's amazing': Local school lunch debt challenge exceeds all funding expectations

<https://www.eastidahonews.com/2026/05/its-amazing-local-school-lunch-debt-challenge-exceeds-all-funding-expectations/>

May 25, 2026

INL gives students a hands-on look at STEM careers

https://www.idahostatejournal.com/news/local/inl-gives-students-a-hands-on-look-at-stem-careers/article_db643763-702e-4a80-9772-48d184c06972.html?fbclid=IwY2xjawSETDxleHRuA2FlbQIxMQBzcnRjBmFwcF9pZBAyMjlwMzIxNzg4MjAwODkyAAEeXN-9sJQ6ZUIUQ6jrU2ypEvCdGzvLsQGV1ZiLCBMzgiLb99go-3ohZJJb1Sc_aem_LPSUjm2JpTwq2e0Fux32mA

'Worst case is you win': Pocatello EMT duo almost sat out of state competition – then took home title

https://www.idahostatejournal.com/news/local/worst-case-is-you-win-pocatello-emt-duo-almost-sat-out-of-state-competition-then/article_0004097a-5c6c-4cc4-81a2-fc9d0bb1eb9b.html?fbclid=IwY2xjawSETIFleHRuA2FlbQIxMQBzcnRjBmFwcF9pZBAyMjlwMzIxNzg4MjAwODkyAAEey4-ltzj0pUu4o0hCX7q2DMdgOLMMIY5ddKedMnKsjKsHe4vbEuF7KaqL4bg_aem_ZmFrZWw1bW15MTZieXRlcw

May 26, 2026

Money, ideology or common sense? Local GOP primary winners weigh in on what drove results

https://www.idahostatejournal.com/news/local/money-ideology-or-common-sense-local-gop-primary-winners-weigh-in-on-what-drove-results/article_b294c2b3-6ba5-43e3-bf61-4b5500aa0023.html

The new reality of school leadership: Adaptability over stability

<https://www.idahoednews.org/voices/the-new-reality-of-school-leadership-adaptability-over-stability/>

May 27, 2026

Highland High School briefly evacuated after small bathroom fire

https://www.idahostatejournal.com/news/local/highland-high-school-briefly-evacuated-after-small-bathroom-fire/article_1f63e7e4-a3a1-459d-9af5-2862eca1b290.html?fbclid=IwY2xjawSEPcdleHRuA2FlbQlxMQBicmlkETJUT1ViejBwaDIKUjhsd01Kc3JOYwZhcHBfaWQQMjlyMDM5MTc4ODlwMDg5MgABHqnle9cfstl3Oc-KWYp27vhmz7iFxfhO4G6BU6r9oz1r2fyplZUj27WMjUHgi_aem_Q2OuUfHz8TPxaKWFTXlItw

Idaho AG declares bathroom ban in full effect after lawsuit collapses following transgender teen's suicide

https://www.idahostatejournal.com/news/local/idaho-ag-declares-bathroom-ban-in-full-effect-after-lawsuit-collapses-following-transgender-teens-suicide/article_1853d0de-1149-563c-9bf8-476cc734d72b.html

Trump plan would phase out rural ed fund; district leaders say it's 'vital'

<https://www.idahoednews.org/news/trump-plan-would-phase-out-rural-ed-fund-district-leaders-say-its-vital/>

Small trash fire prompts evacuation of Highland High School

<https://www.eastidahonews.com/2026/05/small-trash-fire-prompts-evacuation-of-highland-high-school/>

Highland High School temporarily evacuated due to small trash can fire

https://www.kpvi.com/news/local_news/highland-high-school-temporarily-evacuated-due-to-small-trash-can-fire/article_5986ddbe-1861-41cb-9b4c-063f50b252b4.html

Highland High School celebrates their senior class ahead of graduation

https://www.kpvi.com/news/local_news/highland-high-school-celebrates-their-senior-class-ahead-of-graduation/article_44bb6afe-829d-4f9d-8712-f00f4e4426bf.html

May 28, 2026

Idaho schools brace for difficult budget season

<https://www.idahoednews.org/news/idaho-schools-brace-for-difficult-budget-season/>

Idaho families face barriers to program access

<https://www.idahoednews.org/news/summer-struggles-idaho-families-face-barriers-to-program-access/>

As a 'fast and furious' healthcare spending frenzy begins, lawmakers look for a say

<https://www.idahoednews.org/news/as-a-fast-and-furious-healthcare-spending-frenzy-begins-lawmakers-look-for-a-say/>

Idaho schools reduce staff amid rising costs, enrollment declines

<https://www.idahoednews.org/top-news/idaho-schools-reduce-staff-amid-rising-costs-enrollment-declines/>

May 29, 2026

Election results to be audited in eight counties

<https://www.idahoednews.org/ballot-beat/election-results-to-be-audited-in-eight-counties/>

‘The people spoke’: Kimberly trustees dissect bond, levy failures

<https://www.idahoednews.org/news/the-people-spoke-kimberly-trustees-dissect-bond-levy-failures/>

May 30, 2026

Two decades. Ten titles. Century tennis continues dynasty with second boys state title in three years

https://www.idahostatejournal.com/sports/two-decades-ten-titles-century-tennis-continues-dynasty-with-second-boys-state-title-in-three/article_9e6d682e-c5b8-4fa8-9e92-c8a2b4106ec4.html?fbclid=IwY2xjawSL-hVleHRuA2FlbQlxMQBzcnRjBmFwcF9pZBAyMjlwMzkxNzg4MjAwODkyAAEe7IpcainolmtO6z30zrnGeUqSVMivDbORYYeBcXsekaMYvuQeBsnC8SvzPdI_aem_aqbbZFz2eWKozij6aOBstg

June 1, 2026

Where teachers are – and aren’t – getting raises

<https://www.idahoednews.org/top-news/where-teachers-are-or-arent-getting-raises/>

Idaho Falls teacher negotiations stall, head to mediation for third straight year

<https://www.idahoednews.org/news/very-frustrating-idaho-falls-teacher-negotiations-stall-head-to-mediation-for-third-straight-year/>

Critchfield launches statewide talks on school funding overhaul

<https://www.idahoednews.org/school-funding/critchfield-launches-statewide-talks-on-school-funding-overhaul/>

‘Hope grows in this village’: Local nonprofits grand opening serves foster families across East Idaho

https://www.idahostatejournal.com/news/local/hope-grows-in-this-village-local-nonprofits-grand-opening-serves-foster-families-across-east-idaho/article_23e1d666-273a-4c3e-9cd0-0d2d12bfb7d2.html?fbclid=IwY2xjawSL-bFleHRuA2FlbQlxMQBzcnRjBmFwcF9pZBAyMjlwMzkxNzg4MjAwODkyAAEeiCcl-LkdzGT17GewcpykOLOgqSWqaauTjNfaxdqVy-YFzoT2_yIqOXZqXU_aem_IM3EOneGvQRx1_hFmTW6lg

June 2, 2026

Marsh Valley faces pay cuts, American Falls eyes November ballot after school levies fail

https://www.idahostatejournal.com/freeaccess/marsh-valley-faces-pay-cuts-american-falls-eyes-november-ballot-after-school-levies-fail/article_87dec84f-57e3-410c-81cf-bd267748dc1e.amp.html

Large emergency response at Pocatello High School following medical emergency

<https://www.eastidahonews.com/2026/06/large-emergency-response-at-local-high-school-following-medical-emergency/>

Pocatello High School employee dies after medical emergency Tuesday morning

https://www.idahostatejournal.com/freeaccess/pocatello-high-school-employee-dies-after-medical-emergency-tuesday-morning/article_9afce40a-974b-4180-8c13-307d6f2735fe.html?fbclid=IwY2xjawSL-QhleHRuA2FlbQlXMQBzcnRjBmFwcF9pZBAyMjlwMzcxNzg4MjAwODkyAAEeboRJR4tJ69dsoO8l7sB7QqzYGKF0UdSFB4Ld-XfZDmo1VjtmvxgOY8g0jSU_aem_7Lkpa4LfXy0XXUk0QFEg6w

Pocatello High School custodian dies at work Tuesday morning

https://www.eastidahonews.com/2026/06/pocatello-high-school-custodian-dies-at-work-tuesday-morning/?fbclid=IwY2xjawSMKGFleHRuA2FlbQlXMQBzcnRjBmFwcF9pZBAyMjlwMzcxNzg4MjAwODkyAAEeuBkexUk_iaGPIWMuzXu6bclN1r5erYVrnOmeTOwqFRN7QgcvfH9hARnps4_aem_STVS1V7NK8r5Z8OcN7Qf0Q

Hundreds urged Little to sign an anti-union bill. Then their emails went into the trash

<https://www.idahoednews.org/top-news/hundreds-urged-little-to-sign-an-anti-union-bill-then-their-emails-went-into-the-trash/>

June 3, 2026

Little Monsters: Highland teens stitch Indian Hills kindergartner's imaginary creatures to life

https://www.idahostatejournal.com/news/local/little-monsters-highland-teens-stitch-indian-hills-kindergartners-imaginary-creatures-to-life/article_7e76089b-cfd1-4ff3-8027-e9e7cef3142e.html?fbclid=IwY2xjawSNeDxleHRuA2FlbQlXMQBzcnRjBmFwcF9pZBAyMjlwMzcxNzg4MjAwODkyAAEenET93ua0-YRNtGTyY0eXIDieUqW384Jf2hvToSIQxsgqMXQP0EH0dCjXUyQ_aem_1LewTsSJQ8TsWr9z6idAqw

Secretary of State: Idaho's rapid growth is reshaping state politics

<https://www.idahoednews.org/news/secretary-of-state-idahos-rapid-growth-is-reshaping-state-politics/>

June 4, 2026

Pocatello considers 4-day week, then hits pause

<https://www.idahoednews.org/east-idaho/pocatello-considers-4-day-week-then-hits-pause/>

'Your voice made a difference:' conservative organizer hails anti-union law

<https://www.idahoednews.org/kevins-blog/your-voice-made-a-difference-conservative-organizer-hails-anti-union-law/>

Rams claim first state trophy in over a decade, best state finish is 25 years

<https://www.eastidahonews.com/2026/06/rams-claim-first-state-trophy-in-over-a-decade-best-state-finish-in-25-years/>

Former D91 assistant principal sues district, alleges younger, LDS men were hired over her 26 times

https://www.eastidahonews.com/2026/06/former-d91-assistant-principal-suing-school-district-for-alleged-discrimination-claims-less-qualified-younger-lds-men-were-hired-over-her-26-times/?fbclid=IwY2xjawSO1vRleHRuA2FlbQlXMQBzcnRjBmFwcF9pZBAyMjlwMzcxNzg4MjAwODkyAAEeg_eGbnTgmIE931_RkPMKUnU2_EzZ5zEJHjCwuzyi_xipaeUUyMPRIC6YZniA_aem_zfTXS14LVUIzzchXieT9ww

Class of 2026: Over 900 District 25 high school students celebrate their graduation

https://www.idahostatejournal.com/news/local/class-of-2026-over-900-district-25-high-school-students-celebrate-their-graduation/article_4c36b495-ae4f-46c8-83b8-ade438682d6a.html

Negotiations have broken down for the Idaho Falls Education Association

https://www.kpvi.com/news/local_news/negotiations-have-broken-down-for-the-idaho-falls-education-association/article_5d32229e-89af-4a70-b937-e15e0f3b962b.html

June 5, 2026

State officials gather feedback on 'outdated' school funding formula

<https://www.idahoednews.org/top-news/state-officials-gather-feedback-on-outdated-school-funding-formula/>

Moscow weighs reducing its high school graduation requirements

<https://www.idahoednews.org/news/moscow-weighs-reducing-its-high-school-graduation-requirements/>

Pocatello-Chubbuck Chamber CEO Matt Hunter named Idaho Business Review CEO of Influence

https://www.idahostatejournal.com/news/local/pocatello-chubbuck-chamber-ceo-matt-hunter-named-idaho-business-review-ceo-of-influence/article_098c50d1-82c6-407a-8bb9-27d88a47d4a4.html

A former assistant principal at Skyline is suing the Idaho Falls School District

https://www.kpvi.com/news/local_news/a-former-assistant-principal-at-skyline-is-suing-the-idaho-falls-school-district/article_85e5a289-87dd-4bc0-aaea-7598454dfdd9.html

Governor's office announces leadership changes

<https://localnews8.com/news/2026/06/05/brad-little/>

June 8, 2026

School District 25 selects Molly Johnson as new Greenacres Elementary School principal

https://www.idahostatejournal.com/news/local/school-district-25-selects-molly-johnson-as-new-greenacres-elementary-school-principal/article_71c69ee3-66ae-487e-9931-5d7fc2f8bcf4.html

Greenacres Elementary School has a new principal

https://www.kpvi.com/news/local_news/greenacres-elementary-school-has-a-new-principal/article_6fe3df37-7490-4fe4-9d2d-79cc868642ea.html

Summertime meals: Here's where students eat free breakfast and lunch

<https://www.eastidahonews.com/2026/06/summertime-meals-heres-where-students-eat-free-breakfast-and-lunch/>

Pocatello-Chubbuck School District is considering a four-day school week

http://kpvi.com/news/local_news/pocatello-chubbuck-school-district-is-considering-a-four-day-school-week/article_49d341f9-6af2-4df0-b73d-39b7e169aa70.html?utm_campaign=blox&utm_source=facebook&utm_medium=social&fbclid=IwY2xja

[wSU8-](#)

[9leHRuA2FlbQlxMQBzcnRjBmFwcF9pZBAyMjIwMzkxNzg4MjAwODkyAAEegwtGFimHQzEzZTZo1_F_rhq
vtfoy4R4pQIOZGAhXhLjYvf0P15f -xRJQ_aem_77AML4iCOUJ80BqtcCpHpQ](#)

West Ada trustees cut ties with Idaho School Boards Association

<https://www.idahoednews.org/news/west-ada-trustees-end-contract-with-the-idaho-school-boards-association/>

June 9, 2026

Idaho's 'Bathroom Bill' is facing new questions and controversy

https://www.kpvi.com/news/local_news/idahos-bathroom-bill-is-facing-new-questions-and-controversy/article_c2d0cbbe-ab01-416d-909c-24bac4979e1a.html



Thank you.

PCSD 25

Communications

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