

# Marketing Plan Outreach

- **Media campaign: End of October into December; February and March**

**Radio, television, internet, print, direct mail**

- **Community outreach: October through June**

**TUSD ambassadors engage public at community events and at school visits**

- **Events: October, December, March. Others being identified.**

**Presence at shopping malls, Fourth Avenue Street Fair, Tucson Festival of Books**

# Developing the Concept

- Be authentic
- Reflect diversity
- Show abundance of learning opportunities
- Feature our own teachers, students and parents
- Feature our own classrooms
- Foster community interest and engagement
- Ask Me concept is developed



# Ask Me! TV

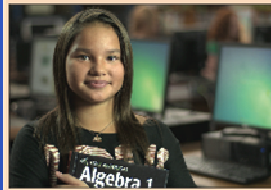
- Ask Me campaign invites the community in to discover what TUSD has to offer and encourages interaction

A



...ask me about my algebra test...

**TALENT:** Jasmine Roberts  
**LOCATION:** Booth Fickett Library



...about acing my algebra test...

**TALENT:** Jasmine Roberts  
**LOCATION:** Booth Fickett Library



...awesome teachers...

**TALENT:** Shirley Martin; abagelle Scott; Vincent Pedredom; Julian Yazon; John Swanson; Alesia Grasanakis; Jayla Brabhan; Ms. Stocker  
**LOCATION:** Booth Fickett outdoor



Ask me about magnet programs...  
...learning two languages

**TALENT:** Diva Culbertson; Marco Fragoso  
**LOCATION:** Booth Fickett kinder room



...researching DNA...

**TALENT:** Tahila Segura  
**LOCATION:** Tucson High Biology lab



...ask me about my Friday nights...

**TALENT:** high school male athlete with a few teammates; Name?  
**LOCATION:** Tucson High Football field



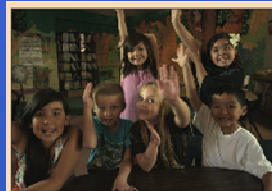
...my school play...

**TALENT:** Libby Bacad; plus background  
**LOCATION:** Tucson High Black Box stage



...learning college credit  
...and preparing for a career.

**TALENT:** Chess McWilliams; Thomas Noniega  
**LOCATION:** Tucson High Biology Lab



ASK ME! (in a whisper)

**TALENT:** Cesia Salazar; Bao Pham; Lian-na Jones; Tyler Yehling; April Martinez; Kayla Marana  
**LOCATION:** Booth Fickett Library



...ask me about my...

**TALENT:** ...ask me about my...  
**LOCATION:** ...ask me about my...

Tucson Unified School District  
November 1 - December 15  
225-6400  
www.TUSD1.org

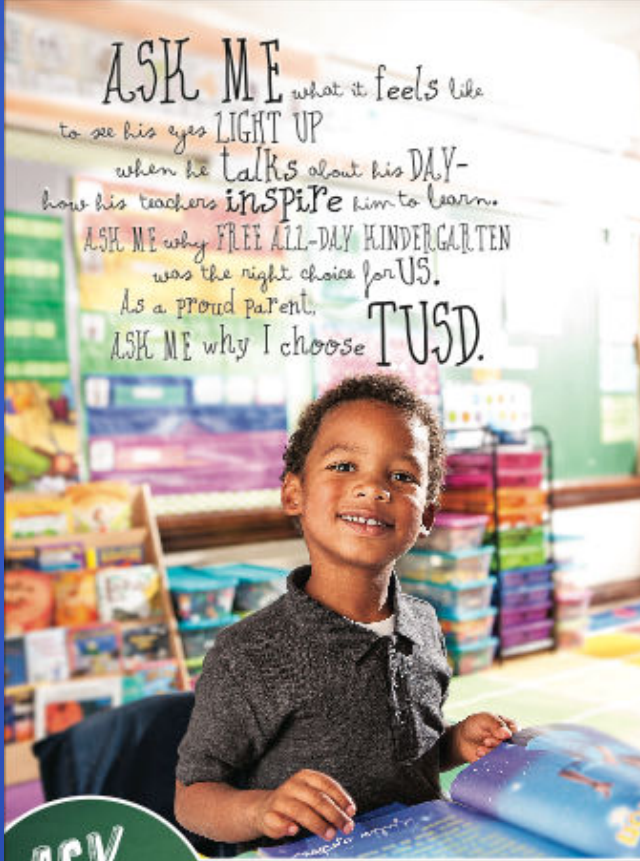


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# Ask Me! Print

Ask Me:  
Free All-Day  
Kindergarten  
print ad for  
Tucson Parent  
Magazine >



ASK ME what it feels like  
to see his eyes LIGHT UP  
when he talks about his DAY-  
how his teachers inspire him to learn.  
ASK ME why FREE ALL-DAY KINDERGARTEN  
was the right choice for US.  
As a proud parent,  
ASK ME why I choose TUSD.

**ASK ME!  
TUSD**

APPLY NOW! Applications for priority enrollment are being accepted from Nov. 1 to Dec. 16. For more information on enrolling in K-12 for the 2014-2015 school year, call us at 225-6400 or visit [www.tusd1.org](http://www.tusd1.org).  
Para más información, por favor llame 225-6400 o visita [www.tusd1.org](http://www.tusd1.org).

**Tucson Unified School District**  
Many Choices. One TUSD.

Ask Me: ads  
for La  
Estrella –  
featuring  
high school  
students –  
are still in  
production