

Ask Me! Ambassadors



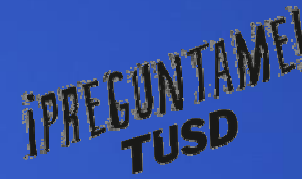
Logo
Workshop



Logo
Professional



6x6 Button - 2in

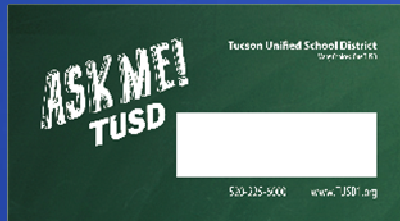


Logo



6x6 Button - 2in

Buttons, tags and logos for community outreach in English and Spanish



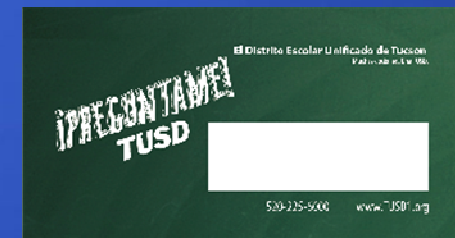
530-225-5000

www.tusd.org

Label Caption 1



Label Caption 2



530-225-5000

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Label Caption 1



Label Caption 2

Production of TV spots

- Tremendous team effort involving principals, teachers, office staff and district employees
- Location scouting – Communications staff
- Casting, casting and more casting – Communications staff and Gordley Group
- Film crew – Scot Litter / Litter Film
- Sets: Tucson High, Booth-Fickett, Borton & Carrillo



Media

- **Assessment of best opportunities in regards to reach and cost – and a review of all local English and Spanish media, resulted in:**
- **Television (992 :30 spots): KVOA, KOLD, KMSB/KTTU, Telemundo & Azteca.**
- **Radio (1,853 :15 spots): Clear Channel: KRQQ, KMIY, KHOT, KTZR/KXEW, Journal: KMXZ, Citadel: KIIM, KHYT, KSZR, Lotus: KLPX, KFMA**
- **Internet banner ads (691,000 impressions): Arizona Daily Star, KOLD**
- **Print: Ads in Tucson Parent Magazine, La Estrella**
- **Direct mail: 7x11 postcard to African American households with school-age children**
- **Brochures/trifolds, posters**

Plan implementation at a glance

Activity	AUG 2013	SEP 2013	OCT 2013	NOV 2013	DEC 2013	JAN 2014	FEB 2014	MAR 2014	APR 2014	MAY 2014	JUNE 2014
Research, Planning & Evaluation	X	X			X	X					X
Messaging & Creative		X	X			X	X				
Paid Media		X	X	X				X	X		
Community Outreach/ Events			X	X	X		X	X	X	X	