



Proposition S Communications/Stakeholder Engagement August 9 – September 13, 2012

Special Events (upcoming)

- Dedication ceremony/open house
 - University City High School, football field, all-weather track and lights, **Sept. 14 (Friday), 5:30-6:00 p.m.**
 - Morse High School, auto body facility, **Sept. 27 (Thursday), 5:30-6:00 p.m.**

Special Events (accomplished)

- Dedication ceremonies
 - Hoover High School athletic facilities, Sept. 7
 - Point Loma High School football field and weight room, Sept. 1
 - Henry High School, football field and all-weather track, Aug. 31

Meet and Greets with News Directors/Editors

- San Diego Community News Group*, Aug. 24, managing editor and two news editors

Print/Online Media Coverage and Online Postings

- Education Week*, Sept. 7, "New breed of Community Partnerships Aiding Schools"
- San Diego Union-Tribune*, Sept. 6, "Tax group to oppose San Diego school bonds"
- Peninsula Beacon*, sdnews.com, Sept. 5, "Work Begins on Voltaire Street stadium entryway"
- La Jolla Village News*, sdnews.com, Sept. 5, "A touchdown for UCHS"
- La Jolla Village News*, sdnews.com, Sept. 4, "La Jolla heads back to school"
- San Diego Daily Transcript*, Aug. 30, "Millions in contract dollars awarded to fix up San Diego Schools," (commentary)
- San Diego Daily Transcript*, Aug. 28, "School districts' financial woes only increase with more borrowing"
- San Diego Union-Tribune*, Aug. 24, "San Diego Schools to Weight Limits on Financing Via Bonds"

Broadcast Media Coverage and Online Postings

- KFMB-radio, Mike Slater Show, Sept. 11, "Prop Z explained by both sides of the issue!" (includes discussion on Prop. S and references ICOC report)
- KUSI-TV (9/51), Sept. 1-2, dedication of Point Loma High School's weight room and field
- NBC7.com and NBCNews.com, Aug. 30, "Guide to Decide: SDUSD's Proposition Z" (includes info on Prop. S)

Stakeholder Communications and Social Media

- Superintendent's Friday Notes, Prop. S news blog (web/e-newsletter, website), Facebook and Twitter
 - Sept. 7, Patrick Henry High School's dedication of its stadium field and all-weather track
 - Sept., 14, Point Loma High School's dedication of its stadium field and weight room

Press Releases/Media Advisories

- "Point Loma High School Kicks Off 2012 Football Season by Dedicating New Turf Field and Weight Room," Aug. 30 release