



Proposition S Communications/Outreach Tools and Activities
March 13, 2010 – April 15, 2010

Print/Online Media Coverage

- La Jolla Light*, March 16, 2010, "School bond money coming up short so projects facing delays"
- Voice of San Diego*, March 16, 2010, "A Big Glass Taj Mahal"
- San Diego Union-Tribune*, March 19, 2010, "Campus building bids low"
- La Jolla Light*, March 25, 2010, "Barrera sees community model as future for SD Schools"
- The San Diego Daily Transcript*, March 29, 2010, "CCSE honors energy saving projects with SANDEE Awards"
- San Diego Union-Tribune*, March 30, 2010, "Chula Vista complex collects energy-efficiency award"
- Beach & Bay Press*, April 1, 2010, "MBHS receives Prop. S dollars"
- Beach & Bay Press*, April 1, 2010, "MBHS in the hunt for federal grant"
- San Diego News Network*, April 4, 2010, "Mission Bay High receives Prop. S dollars"

Broadcast Media Coverage

- KPBS, March 16, 2010, "San Diego Unified Reshuffles Prop. S Projects"
- CW6, March 24, 2010, "School Board President Calls for More Local Control"

Stakeholder Communications

- Board Workshop, Prop. S Update, March 16
- ICOC, Prop. S Update, March 18
- Friday Notes (web/e-newsletter)
 - March PSA Training, March 16, 2010
 - SANDEE Award, submitted for April 2 and April 9
- Letters/Notices
 - Notice of Intent to Adopt a Mitigated Negative Declaration for Madison High School Athletic Facilities Upgrades Project (mass mailing and ads in the Union-Tribune and La Prensa), March 26, 2010
 - Notice of Intent to Adopt a Mitigated Negative Declaration for Kate Sessions Elementary School Proposed Pick-up and Drop-off Zone Project (mass mailing and ads in the Union-Tribune and La Prensa), March 19, 2010

Press Releases/Media Advisories

- ACE Mentoring/Hoover High School hard-hat tour, April 7
- SANDEE Award, April 8

Special Events (that occurred since the last report)

- SANDEE Awards, March 25

Upcoming Events/Meetings

- ACE Mentoring/Hoover High School hard hat tour, April 8
- Mission Bay High School Café Ribbon-Cutting, April 21
- Garfield High School Culinary Arts Program Grand Opening, June 4