



**Proposition S Communications/Stakeholder Engagement
March 8 – April 13, 2012**

Special Events (upcoming)

- Dedication ceremonies
 - Morse High School automotive facility, **May 10 (Thursday), 10:30-11:30 a.m.**
 - Morse High School culinary arts facility, **May 30 (Wednesday), 10:30-11:30 a.m.**

Meetings (upcoming)

- Design Task Force
 - Mtg. No.1 – Crawford High School & Mann Middle School whole-site modernizations, **April 19 (Thursday), 6 p.m.**, Mann MS library
 - Mtg. No. 2 – Kearny High School stadium upgrades, **May 2 (Wednesday), 4 p.m.**, Room 301
 - Mtg. No.2 – Crawford High School & Mann Middle School whole-site modernizations, **May 3 (Thursday), 6 p.m.**, Mann MS library
 - Mtg. No.3 – Crawford High School & Mann Middle School whole-site modernizations, **May 17 (Thursday), 6 p.m.**, Mann MS library
 - Mtg. No. 3 – Kearny High School stadium upgrades, **May 23 (Wednesday), 4 p.m.**, Room 301

Special Events (accomplished)

- Dedication ceremonies
 - Jefferson Elementary School joint-use field, April 12
 - Sessions Elementary School safety improvement project, April 9
 - Clairemont High School softball facility, March 22
 - Clairemont High School automotive facility, March 8

Meetings (accomplished)

- Site Master Planning & Design Task Force
 - Mtg. No. 1 – La Jolla High School, April 10
 - Mtg. No. 1 – Kearny High School stadium upgrades, March 28

Print/Online Media Coverage

- San Diego Uptown News*, April 13, "New joint-use park opens in North Park"
- Beach & Bay Press*, April 12, "Safer drop-off/pick-up zone opens at PB school"
- The Daily Transcript*, March 26, "SD Unified still deciding whether to re-bidding contract"
- Voice of San Diego*, March 23, "How a Construction Bond Would Pay for ... Teachers"
- Voice of San Diego*, March 22, "Explainer: How City Schools Want to Save by Spending"
- The Daily Transcript*, March 20, "SD Unified still deciding whether to rebid contract"

Broadcast Media Coverage

- XETV/CW 6, Fox 5, Univision San Diego 17*, April 9, Sessions Elementary School dedication of safety improvement project
- Fox 5, KFMB/CBS 8, KUSI 9/51, XETV/CW 6, Univision San Diego 17, April 12, San Diego Unified School District and City of San Diego dedication of Jefferson Elementary School joint-use field*

Stakeholder Communications and Social Media

- Friday Notes/News Blog (web/e-newsletter, website), Facebook and Twitter
 - March 28, Prop. S Update – "Chieftains dedicate new softball field"
 - March 14, Prop. S Update – "Clairemont High revved up over new automotive facility"

Advertising

- Construction News and Views, March 2012, "SDUSD Offers Free Classes for Contractors"