



Proposition S Communications/Stakeholder Engagement
April 12 – May 11, 2012

Special Events (upcoming)

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

Meetings (upcoming)

- Design Task Force
 - 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)

- Roosevelt Elementary School joint-use field, groundbreaking photo, April 26

Meetings (accomplished)

- Site Master Planning & Design Task Force
 - Mtg. No.1 – Crawford High School & Mann Middle School whole-site modernizations, April 19
 - Mtg. No. 2 – Kearny High School stadium upgrades, May 2
 - Mtg. No. 2 – Crawford High School & Mann Middle School whole-site modernizations, May 3

Print/Online Media Coverage

- The Daily Transcript*, May 9, "Give returning military a fighting chance at home" (SDUSD PSA) -- commentary by Tom Lemmon
- San Diego Unified School District Taxpayers Association*, May 9, "SDCTA Announces Golden Fleece Award Finalists" (SDUSD's PSA)--press release
- San Diego Union-Tribune "A flashy push for technology" (iPads)—letter to the editor
- NECA (National Electrical Contractors Association) Magazine*, Vol. 2 (May), "SDUSD Classroom i21 Initiative Technology Upgrades"
- San Diego Union-Tribune*, April 29, "SD Unified rolls out iPads in a big way; District in third year of technology initiative"
- Reuters*, April 26, "More lay-offs for massive California school district" (Prop. S bond rating/financing referenced)
- Speak City Heights*, April 25, "Building the Future at Hoover High" (Green Construction facility)
- San Diego Reader*, April 27, "New State Law Could Affect Prop. A" (SDUSD PSA referenced)
- San Diego Union-Tribune*, April 19, "San Diego city, school officials pledge to work together: Focus is on sharing facilities and services, not a change in the governance structure"
- OB Rag*, April 17, "New Central San Diego Library Taking Shape"
- Mission Times Courier*, April 12, "New Central Library Taking Shape"

Broadcast Media Coverage

- KPBS*, May 7, "Debate Over Prop A: Should City Ban Project Labor Agreements?"
- KNDS/(NBC 7/39, KGTV/ABC10, Fox 5, KFMB/CBS 8, KUSI 9/51, XETV/CW 6, coverage on iPad rollout*
- KGTV (10)*, April 30, SD Unified Rolls Out iPads In A Big Way: District In Third Year Of Technology Initiative"
- KFMB TV & radio*, April 18, "City, school district officials forging ties" (joint-use facilities referenced)

Online Postings (organizations)

- San Diego Unified School District Taxpayers Association*, May 9, "SDCTA Announces Golden Fleece Award Finalists" (SDUSD's PSA)--press release and web posting

- ❑ *iPadNotebook, May 1, "iPads for San Diego Unified District"*
- ❑ *Drew George & Partners (consulting & commissioning for green buildings), May, "Hoover High School Green Woodshop (San Diego Unified School District)"*

Stakeholder Communications and Social Media

- ❑ Friday Notes/News Blog (web/e-newsletter, website), Facebook and Twitter
 - May 11, District and city break ground on joint-use field at Roosevelt Middle School
 - April 27, Sessions Elementary School is safer for students
 - April 20, District and city dedicate joint-use field at Jefferson Elementary School

Advertising

- ❑ Construction News and Views, April 2012, "SDUSD Offers Free Classes for Contractors"
- ❑ NECA Magazine, May 2012, "SDUSD Offers Free Classes for Contractors"