



Proposition S Communications/Stakeholder Engagement **May 11 – June 14, 2012**

Special Events (accomplished)

- Dedication ceremonies
 - Morse High School culinary arts facility, May 30

Meetings (accomplished)

- Design Task Force
 - Mtg. No.3 – Crawford High School & Mann Middle School whole-site modernizations, May 17
 - Mtg. No. 3 – Kearny High School stadium upgrades, May 23

Print/Online Media Coverage

- San Diego Union-Tribune*, June 1, "Gas leak prompts Lincoln Park school evacuation"

Proposition A: During the months of May and June, there were several news stories and web postings for Prop. A (that bans City of San Diego from mandating project labor agreements), which often included a reference to San Diego Unified School District's Project Stabilization Agreement and the Prop. S bond measure. Below are just a few.

- Voice of San Diego*, June 6, "Labor Deal Ban Leaves a Big Question"
- San Diego Union-Tribune*, May 13, "The Case for Prop. A"
- Voice of San Diego*, May 14, "Five Steps to Understanding Prop. A: Reader's Guide"

Broadcast Media Coverage

- KOGO radio, KNSD (NBC-7/39), KSWB (Fox-5), KGTV (ABC-10), KFMB (CBS-8), KUSI (9/51)*, gas leak at Millennial Tech Middle School construction project, June 1
- KPBS*, "Bond Tax Fund Helps Pay for Morse High Culinary Arts Facility, May 31,
- KSWB (Fox-5), XETV (CW-6), KNSD (NBC-7/39)*, Dedication of Morse HS Culinary Arts facility, May 30 & May 31

Stakeholder Communications and Social Media

- Friday Notes/News Blog (web/e-newsletter, website), Facebook and Twitter
 - Morse Hungry Tigers showcase culinary skills in new facility, June 6

Online Postings (organizations)

- PR Log, June 7*, "University City High School Students to Graduate on New, domusstudio-designed Athletic Field"--press release and web posting by domusstudio architecture