



Proposition S Communications/Stakeholder Engagement June 15 – July 12, 2012

Print/Online Media Coverage and Online Postings

- iPad purchase via Proposition S:
 - *10NEWS.com*, June 25, "SD Unified Purchases 26,000 iPads for District Students; District Hoping iPads Will Help Improve Learning"
 - *DailyTech.com*, June 26, "San Diego School District Buys 26,000 iPads for Students Largest US K-12 Deployment"
 - *MacDailyNews.com*, June 26, "San Diego Unified School District buys 26,00 Apple iPads; one of the Largest K-12 deployments in US"
 - More coverage: *PearsonEd.com*, *CNETReview.com*, *Clarified.com*, *everythingiCafe.com*, *AppleInsider.com*, *iPadFORUMS.com*, *TUAW.com* (*The Unofficial Apple Weblog*), *MacTrask.com*, *MacNN.com*, *iDownloadBlog.com*, *9to5Mac.com*, *Ubergizmo.com*, and *CultofMac.com*

Broadcast Media Coverage

- KGTV (ABC-10)*, July 10, "Bond Money for School Repairs," (potential 2012 bond, Prop. S, and iPad purchase)
- KGTV (ABC-10)*, June 26, charter school in downtown library
- KUSI (9/51)*, June 25 and 26, iPad purchase
- KGTV (ABC-10)*, June 25 and 26, iPad purchase

Stakeholder Communications and Social Media

- Friday Notes/news blog (web/e-newsletter, website), Facebook and Twitter
 - University High School gets new field and track
 - Construction Expo 2012
- Construction letters/emails
 - ALBA Phase Three (improvements to joint-use area)
 - Creative, Performing & Media Arts Middle School whole-site modernization and new performing arts center
 - Encanto Elementary School two-story classroom building
 - Euclid Elementary School two-story classroom building
 - Knox Middle School whole-site modernization and two-story classroom building
 - Point Loma High School synthetic turf field replacement
 - Zamorano Elementary School two-story classroom building