SA Voter Target
Educators Target
Familes Target: W18-34 w/ K (pre-k)

Pre-K 4 SA Communications Plan Overview for Board

FY16

Key Dates	Jul 29	6	13	20	Aug 27	3	10	17	24	Sep 31	7	14	21	Oct 28	5	12	19	Nov 26	2	9	16	23	Dec 30	7	14	21	Jan 28	4	11	18	25	Feb 1	8	15	22	Mar 29	7	14	21	Apr 28	4	11	18	May 25	2	9	16	23	Jun 30	6	13	20	Buy
Convocation					8/3																																																
1st Day of School									8/24																																													
Applications Begin																																2/1																						
Spring Break																																																				
Lottery																																									4/8											
Fiesta Apr 14-24																																																			
Completion Ceremonies																																																			
Last Day of School																																																			
Brand Redesign					Redesign																																														
Equity Campaign Development										Campaign #1																																											
Educator Campaign Development										Campaign #2																																										
Enrollment Campaign Develpoment										Campaign #3																																										
Tracking Study Waves								1											2															3																4				

Vehicle/Message Stream	Jul 29	6	13	20	Aug 27	3	10	17	24	Sep 31	7	14	21	Oct 28	5	12	19	Nov 26	2	9	16	23	Dec 30	7	14	21	Jan 28	4	11	18	25	Feb 1	8	15	22	Mar 29	7	14	21	Apr 28	4	11	18	May 25	2	9	16	23	Jun 30	6	13	20	Buy	
SA VOTER MASS																																																					
SAT: TV30														Equity (Awareness) TV																																								10 weeks	
OOH																		Equity (Awareness) OOH																																							9 weeks	
OOH Heavy Up																		Equity 9/10 OOOH																																							5 weeks	
OOH: Fiesta																																											Fiesta OOH														4 weeks	
Digital														Equity (Awareness) Digital																																										14 weeks	
Owned/Social					Equity (Awareness) and Affinity Messaging Owned/Social																																																					44 weeks	
Equity PR										Eval Results/BTS													Equity Holiday																																						n/a	
EDUCATORS PLAN																																																						37.9%
Print (Parent/Educator)														Educator Print													Educator Print																														2 pubs 2 times	
Targeted Digital (Blogs, Edutopia)														Educator Digital													Educator Digital																														9 weeks	
Owned/Social					Program News and Educator Affinity Owned/Social																																																				44 weeks	
Educator PR										Saturday Academies																																																			n/a	
PK4SA FAMILIES PLAN																																																							3.5%
SAT: TV15																											Enrollment TV																														9 weeks	
SAT/Targeted Radio: 60																											Enrollment Radio																														7 weeks	
OOH																																																							13 weeks	
PZ OOH Heavy Up																																																							8 weeks	
Direct Mail																											Enrollment							1																							3 drops	
PZ Direct Mail																											Enrollment							PZ1																							3 drops	
Digital																																																							15 weeks	
Owned/Social					Program News Owned/Social																																																			44 weeks	
Owned/Social Stream 2																																																							n/a	
Enrollment PR																											Enrollment Launch																														n/a	
CROSS TARGET EVENTS/PROMOS																																																						58.6%
Siclovia															9/27																																										n/a	
Civic Initiative Campaigns/Election																		11/2																																							n/a	
Family Health Initiative																																																								n/a	
MLK March																																																								n/a	
Read Across America																																																								n/a	
Kids' Day in the Park																																																								n/a	
Week of the Young Child																																																								n/a	
Gracias San Antonio																																																								n/a	
OTHER OWNED ASSETS																																																							100.0%
Newsletter																																																								
Educate 4 SA																																																								