



City of San Antonio

Legislation Details (With Text)

File #: 20-4230

Type: Staff Briefing - Without Ordinance

In control: Early Childhood Education Municipal Development Corporation Board of Directors

On agenda: 9/8/2020

Title: Staff and Agency update and review of 2019-20 marketing activities and metrics to include: paid, earned and owned media marketing, public relations, and key messaging [Paul Chapman, Pre-K 4 SA Chief Marketing and Communications Officer; Amanda Davila, Creative Noggin Account Supervisor; Jill Byrd, Creative Noggin Senior Public Relations Account Supervisor]

Sponsors:

Indexes:

Code sections:

Attachments: 1. 20-4230 Comms Year in Review

Date	Ver.	Action By	Action	Result
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DEPARTMENT: Pre-K 4 SA

DEPARTMENT HEAD: Sarah Baray, Ph.D.

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT: Marketing Update

SUMMARY: This item includes a briefing on marketing efforts for the program over the past year and future areas of focus for marketing.

BACKGROUND INFORMATION: Creative Noggin is the agency of record for Pre-K 4 SA. The agency provides marketing and public relations services for the program.

ISSUE: This item will review marketing efforts over the past year to include paid and owned media. This will also review public relations and media coverage.

ALTERNATIVES: This item is a briefing for informational purposes only.

FISCAL IMPACT: This item is a briefing for informational purposes only.

RECOMMENDATION: This item is a briefing for informational purposes only.