



# City of San Antonio

## Legislation Details (With Text)

**File #:** 19-5336

**Type:** Staff Briefing - Without Ordinance

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

**On agenda:** 8/6/2019

**Title:** Staff and Agency update and review of 2018-19 marketing activities to include: paid, earned and owned media marketing, public relations, and key messaging [Paul Chapman, Chief Marketing and Communications Officer Pre-K 4 SA; Tracy Marlowe, Creative Noggin Principal; Jill Byrd, Creative Noggin Senior Public Relations Account Supervisor]

**Sponsors:**

**Indexes:** Pre-K 4 SA

**Code sections:**

**Attachments:** 1. Staff Presentation

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/Review

**SUMMARY:**

This item includes a briefing on 2018-2019 paid, earned and owned media efforts conducted on behalf of Pre-K 4 SA.

**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, earned, and owned media.

**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.