



City of San Antonio

Agenda Memorandum

File Number: 19-5336

Agenda Item Number: 9.

Agenda Date: 8/6/2019

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

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.