



College Advancement ACTIVITY REPORT January 2009

New This Month

General College Marketing

- [Ads placed](#) in various newspapers: 13
- Radio spots on La Kalle
 - [Spot 1](#)
 - [Spot 2](#)
- KNEW Radio [PSA](#)
- [BART ads](#) in Fremont and Union City stations
- Summer/Fall class schedule design in progress
- World Forum poster design in progress
- White and Yellow Pages updates
- Newpark [Mall Kiosk](#)

Regular Monthly Advertising for the District

- [Bus Shelters](#)
Twelve locations through out Fremont and Newark
- Newpark mall lighted sign display
Three locations in Newpark Mall
[Updated three new designs](#)
- Class schedule distribution
Seven grocery store locations. 700 class schedules distributed monthly.
4,025 distributed to various locations including libraries, senior and community centers in Fremont and Newark
- Naz 8 Cinemas (Indian Cinemas)
Ohlone slide running on all 7 Screens
[Updated Design](#)
- Online Lead Generation (*response to queries for information published online and in print publications—send out information requested, follow-up by Counseling*)
[Next Step Magazine](#); 100 leads per month

Media Hits

Blogs	25
Athletics	24

Media Hits (continued)

Arts	12
Golf Program	6
Misc.	2
Bay Area Biotech	2
Smith in Washington	1
Flea Market	1
Basketball Camp	1
Dr. Browning	1

News Stories

PG & E

- Article in PG&E monthly electronic newsletter targeted to the design community

KQED

- [News story](#) featuring Ohlone's solar installation class

DOORS & HARDWARE MAGAZINE

- [Article](#) in January 2009 Issue

Marketing Services to Departments

President's Office

- President's speech
- Flex day
New Faces at Ohlone [PowerPoint](#) presentation
Employee photo shoot

Athletics

- Women's softball poster
Design in progress

College Annual Report

- Completion and distribution at Flex Day, and to California Community Colleges

CalWorks

- Portraits of Success design draft in progress
- Photo shoot

Science, Technology and Engineering

- Biotech Lab Brochure
Update in progress

- Biotech Department Brochure
Update and expansion in progress

- NTSA Brochure
Content update in progress

Smith Center

- “People” Louie-Meager art gallery listing
- Sweet Charity
Audition listing
Audition list press release in progress
- Voices of London
Calendar listing
[Press release](#)

Tri Cities One-Stop

- Design consultation for trade show banner