New This Month
General College Marketing
Promotional photo shoot at Fremont Campus
Promotional photo shoot at Newark Campus
General photo release sign designed and printed
Midnight Magazine ad designed
NewPark Mall stand up kiosk sign designed and printed

Current Monthly Advertising for the District
- NewPark Mall kiosk
- NewPark Mall lighted signs
- Bus shelters (12 locations)

Social Networking Sites (as of 4/30/11)
- Facebook
  1,460 likes (+143 likes since March)
- Twitter
  299 followers (+40 followers since March)
- Myspace
  29 friends (unchanged since March)

Highlighted Articles
Ohlone College Renegades volunteer at MSJ crab feed
April 8 - Fremont Bulletin

Out of the darkness suicide prevention walk
April 1 – Fremont Bulletin
April 12 – Tri-City Voice
April 27 – Milpitas Post
Highlighted Articles (continued)

**Ohlone and Chabot cut back on summer classes**
April 15 – insidebayarea.com
April 18 – contracostatimes.com
April 19 – Oakland Tribune

**Ohlone to appoint replacement for trustee**
April 15 – Oakland Tribune
April 22 – Fremont Bulletin
April 25 – patch.com

**Ohlone College swim coach passes away**
April 13 – Mercury News
April 15 – Tri-City Voice

**Award-winning professor exhibits his photos**
April 15 – Fremont Bulletin

**Media Hits**

<table>
<thead>
<tr>
<th>Category</th>
<th>Articles</th>
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</thead>
<tbody>
<tr>
<td>Sports</td>
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<tr>
<td>Arts**</td>
<td>8</td>
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<tr>
<td>Misc.*</td>
<td>6</td>
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<tr>
<td>Flea Market</td>
<td>5</td>
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<tr>
<td>Trustees</td>
<td>3</td>
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<tr>
<td>RAZA Day</td>
<td>2</td>
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</tbody>
</table>

**Total Media Hits** 51

*Most articles mentioning Ohlone alumni, and brief mentions of Ohlone College
**Calendar listings for Smith Center events
***Blogs regarding athletics and student events

**Advertising Responses/Leads/Inquiries**

<table>
<thead>
<tr>
<th>Category</th>
<th>Leads/Inquiries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Learner – Marketing Materials</td>
<td>2</td>
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<tr>
<td>Next Step Magazine</td>
<td>12</td>
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<tr>
<td>College Bound online leads</td>
<td>100</td>
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</tbody>
</table>

**Total Responses/Leads/Inquires** 114
Marketing Services to Departments

Campus Activities

• Student Awards Ceremony
  Poster designed and printed
  Monitor ad designed
  -- April 28 run date
  Marquee

Community Education

• Ohlone for Kids
  Mercurynews.com email blast designed
  -- April 11 send out date
  Press release written and sent out
  Marquee

Construction

• Parking lot signs set up for Lot B closure
• Announcement emails sent out

Counseling

• RAZA Day
  Program designed and printed
  Nametag template designed
  Press release written and sent out
• Freshmen Connection Day
  Entire program designed and printed
• Puente Program
  Graduation program designed and printed

Fine Arts, Business, and Communication Division

• Jerry Nagano/Buster Keaton
  Press release written and sent out
• Once Upon A Time…
  Calendar listing written and sent out
  Poster designed and printed
  Banner designed and printed
  Program cover designed and printed
  Ohlone TV slide designed and run
  Website banner designed
  Press release written and sent out
  Marquee
• Norman Kirschebaum Memorial
  Press release written and sent out
• Alan Kirshner Art Exhibit
  Press release written and sent out
Marketing Services to Departments
Fine Arts, Business, and Communication Division (continued)

- Ohlone Wind Orchestra
  Calendar listing written
  *Tri City Voice ad designed (includes Student Rep, Mission Peak Brass Band, Community Chorale, Wind Orchestra)*
  -- May 3 run date
- Ohlone Community Chorale
  Calendar listing written and sent out
- Jazz/Rock Combos
  Calendar listing written and sent out
- ICT pathway press release written and sent out

Foundation
- Citizen of the Year
  Marketing plan created
  Calendar listing written and sent out
  *Tri City Voice Lisa Munn ad designed*
    -- April 12 & 15 run dates
  *Tri City Voice Ariana Figueroa ad designed*
    -- April 19 & 27 run dates
  *Tri City Voice general event ad designed*
    -- April 26 & 29, May 3 & 6 run dates
  *Tri City Voice* Fremont Rotary article written and submitted
  *Tri City Voice* Niles Rotary article written and submitted
  *Tri City Voice* Newark Rotary article written and submitted

President’s Office
- Vacant Board Position
  *Press release written and sent out*
  *Argus* Legal notice placed
    -- April 19 run date
  *Tri City Voice* Legal notice placed
    -- April 19 & 26 run dates
  *Mercurynews.com online ad designed*
    -- April 25 run date

Student Health Center
- Out of the Darkness Walk
  Public service announcements sent out
  *Press release written and sent out*
  *Post event press release written and sent out*
  Photos taken day of the event
  *Marquee*