New This Month
Spring class schedule inside and outside cover designed
Fremont Chamber of Commerce directory ad designed

Current Monthly Advertising for the District
- NewPark Mall kiosk
- NewPark Mall lighted signs (6 signs)
  New artwork designed
- Bus shelters (12 locations)
  New artwork designed

Social Networking Sites (as of 10/31/11)
- Facebook
  2,094 (+80 likes since September)
- Twitter
  383 followers (+39 followers since September)
- Myspace
  29 friends (unchanged from September)

Highlighted Articles
Ohlone changing election system
October 15 – insidebayarea.com
Media Hits
Misc.* 14
Sports 13
Arts** 10
Job Fair 2
Total Media Hits 39

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

Advertising Responses/Leads/Inquiries
Adult Learner – Website 10
Phone inquiry 1
Total Responses/Leads/Inquiries 11

Marketing Services to Departments
Fine Arts, Business, and Communication Division
• Servant of Two Masters
  Calendar listing written and sent out
  Chamberlink email blast listing
  Promotional photo shoot
  Smith Center website leaderboard designed
  Mercurynews.com My Town Fremont leaderboard designed
  Mercurynews.com eblast designed
  Bridge banner designed
  Press release written and sent out
Ads designed
  Tri City Voice
    Run dates: November 1,8,15
  Mission San Jose High School student newspaper
    Run date: November 1
  Washington High School student newspaper
    Run date: November 1
  American High School student newspaper
    Run date: November 1
  Monitor
    Run dates: November 3,10,17
  CSU East Bay student newspaper
    Run dates: November 3,10

• Spanish Brass
  Press release written and sent out
  Marquee

• Community Chorale
  Calendar listing written and sent out
Psychology Department
  • Speaker Series: Anthony Pratkanis
    Targeted student email sent out
    Press release written and sent out
    Marquee

Student Services
  • Transfer Day
    Press release written and sent out

Tri-Cities One-Stop Career Center
  • Annual Job Fair
    Calendar listing written and sent out
    Marquee