New This Month
Website header mask designed
Ad designed for Fremont city magnet

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

Social Networking Sites (as of 12/31/11)
- Facebook
  2,199 (+50 likes since November)
- Twitter
  409 followers (+6 followers since November)
- Myspace
  29 friends (unchanged from November)

Highlighted Articles
Ohlone College trustees select redistricting plan
December 20 - Tri-City Voice
Similar articles posted:
December 16 - patch.com
December 23 - Fremont Bulletin

Ohlone board picks Crosbie to replace Nardolillo
December 14 - Argus
Similar articles posted:
December 14 - contracostatimes.com
December 14 - topix.com
December 20 - Tri-City Voice
Highlighted Articles (continued)
Former Fremont mayor seeks Ohlone post
December 5 - insidebayarea.com
Similar articles posted:
December 1 - ibabuzz.com
December 4 - insurancenewsnet.com
December 5 - Oakland Tribune
December 6 - allvoices.com
December 6 - bignewsnetwork.com

Chamber Singers ring in Christmas at the Mission
December 23 - Fremont Bulletin
Similar articles posted:
December 18 – Pleasanton Weekly

A man of all seasons: Dave Smith
December 9 - Tri-City Voice
Similar articles posted:
December 5 – Argus

Media Hits
Sports 21
Chamber Singers 6
Flea Market 8
Jobs 6
Tai Chi 4
Kenny Mencher 1
Ohlone Alumni 1
Mention of Green College 1
Blogs 1
Total Media Hits 49

Advertising Responses/Leads/Inquiries
Adult Learner – Website 8
Mercurynews.com eblast 6
Phone inquiry 1
Chamberlink eblast 1
Mercurynews.com web banner 1
Total Responses/Leads/Inquires 17
Marketing Services to Departments

Business Services
- Consultation on official payment marketing campaign

Community Education
- Chen Style Tai Chi
  Calendar listing written and sent out
- Tai Chi Fitness Preparation
  Calendar listing written and sent out

Deaf Studies Division
- Bond report written

Fine Arts, Business, and Communication Division
- Barry Henley & Paul Posnak
  Postcard designed and printed
  Poster designed and printed
  Mercurynews.com eblast designed
  Marquee banner designed
- Ohlone Chamber Singers
  Press release written and sent out
  Ad designed
    Tri City Voice
    Run date: December 13
  Chamberlink email blast
  Marquee

Humanities, Social Sciences, and Mathematics Division
- Cynthia Catona PR written and sent out

President’s Office
- New Trustee appointed
  Press release written and sent out
  Chamberlink email blast
- Redistricting Boundaries
  Press release written and sent out
  Chamberlink email blast

Science, Technology & Engineering Division
- STEM Awareness day
  Press release written and sent out
  Photography day of the event
- WEX
  Brochure designed and printed
  Poster designed and printed