



Public Relations & Marketing Report

OCTOBER 2021



WHAT WE'VE DONE:

We shifted focus this month and worked on sharing a message of thanks, positive news coming from the schools, and tax credit:

- Print ads
- Radio spots
- Social media
- Chamber of Commerce outreach
- Community outreach
- Grant opportunities.



PRINT ADS:

Two, 1/4 page ads were run in the Sedona Red Rock News, Cottonwood Journal Extra, and Camp Verde Journal on September 8 & 22, reaching over 40,000 readers per week.



SEDONA MONTHLY:

Full page ad in Sedona Monthly comes out in the November issue.



School is in session!



We're excited to have students back in school.

Thank you for choosing Sedona Oak Creek Unified School District as your educational choice.

Call today to schedule a tour and explore the opportunities.
928-204-6800.

WWW.SEDONAK12.ORG

SOCIAL MEDIA

For October, we focused on school events, Red Ribbon Week, Homecoming Week and general good news.



West Sedona School

Published by Heather Baskins-Hermen · October 9 ·

The Wildcat Carnival has begun! Come over and shop the silent auction, have cotton candy, popcorn, play fun games, and so much more!! 🍭🍿🎮❤️



Sedona Red Rock Jr/Sr High School

Published by Heather Baskins-Hermen · October 26 at 6:26 AM ·

Homecoming Week continues. Get ready: Dodgeball is on at 4:00pm in the gym.



Homecoming Week continues.

Today: Dodgeball, 4:00pm in the gym!



West Sedona School

Published by Heather Baskins-Hermen · October 21 at 8:54 AM ·

Our 5th graders have been exploring their creative sides in art class with Ms. Westfall. Check out this talent! 🎨👁️🖼️👧❤️



RADIO SPOTS:

We continued with radio spots through Yavapai Broadcasting. Since we're approaching the end of the year and tax season, we're focusing on tax credit.

[Click here](#) to listen to the radio spot.



CHAMBER OF COMMERCE



Sedona Chamber of Commerce

Published by Hootsuite · October 8 ·

Come join the fun at the Wildcat Carnival on October 9th, 11-4 at West Sedona School and help raise much needed funds for the school. A FEW DAYS LEFT to get your tickets in advance and FREE BONUS TICKETS! [West Sedona School PTA](https://www.westsedonapta.com/wildcat-carnival/)
<https://www.westsedonapta.com/wildcat-carnival/>

WILDCAT CARNIVAL
WEST SEDONA SCHOOL
Saturday, October 9th

Face Painting
Carnival Games
Kittens & Puppies
Great Food!

Bungee Jumps
Jumping Castle
Super Slide

Live Broadcast
by The Q - 102.9
Radio Station!

Pumpkin
Carving Contest
Cheerleaders
Dunk Tank!

Silent Auction! HUGE Gift Baskets!
Prizes and Lots of Smiles!
11am-4pm Admission is FREE!

This Year's Main Attractions & Kids' Favorite:
Ninja Warrior Dome Game and Bungee Jump Quad
West Sedona School (570 Posse Ground Rd)
Visit: www.WildcatCarnival.com for more information!
Purchase Tickets at West Sedona School or at our website.

Special Thank you to our generous sponsor
BP2 Custom Homes, Rancho Sedona RV Park, Helios Health AZ,
Straightline Custom Painting, Thanks for the Help, Safeway,
Charlotte Howard Web Design, Walgreens, Empire West Title Agency,
The Wood Joint, Oak Creek Small Animal Clinic, Aletheia Church

WESTSEDONAPTA.COM

Wildcat Carnival

2021 WILDCAT CARNIVAL
DETAILS The 2021 Fall
Carnival is October 9th!
See You There! Where: At
West Sedona School – Se...

We continue to work
with the Sedona
Chamber of Commerce
to share news from the
district.

In November, we'll be
highlighting Tax Credit
with them and all of the
reasons to participate in
the program.

COMMUNITY OUTREACH

In October, we shared the achievements by our students across the district in our newsletter, through social media, and by one on one contact through email and over the phone.

We continue to represent the district as the voice of positive news and information, sharing facts and details whenever possible.

Congratulations to our six students in this group of nine! Awards will be given tomorrow night.



VERDENEWS.COM

9 Verde Valley high school students head to 'Youth Salute Program' finals Sept. 22

GRANT OPPORTUNITIES

We researched grant opportunities and shared these with the Sedona Educational Foundation.

- Kroger: [click here](#) for application.
- AAUW Community Action Grants: [click here](#) for info.
- Wells Fargo grants for arts, culture, engagement, and education: [click here](#) for details.

Drafted and completed the newsletter for November. [Click here to read](#) the newsletter.

WHAT'S NEXT:

Moving forward we're excited to share school news, programs, and successes coming from our district.

- **Website ongoing:** assisting with the updating, managing, and making sure current information is on the site and changing out what is outdated.
- **Focused Tax Credit campaign:** working with the district team, we'll begin to compile cohesive messaging centered around the Tax Credit program
- **Grant research:** Ongoing grant research and opportunities to share with the Educational Foundation
- **Call to action:** share the talent and experience of staff members at both campuses, highlighting the vast years of experience and dedication the team has for teaching in Sedona.
- **Message of Thanks:** during November, we'll focus on gratitude for the community, students, and faculty.