

Public Relations & Marketing Report

OCTOBER 2021

WHAT WE'VE DONE:

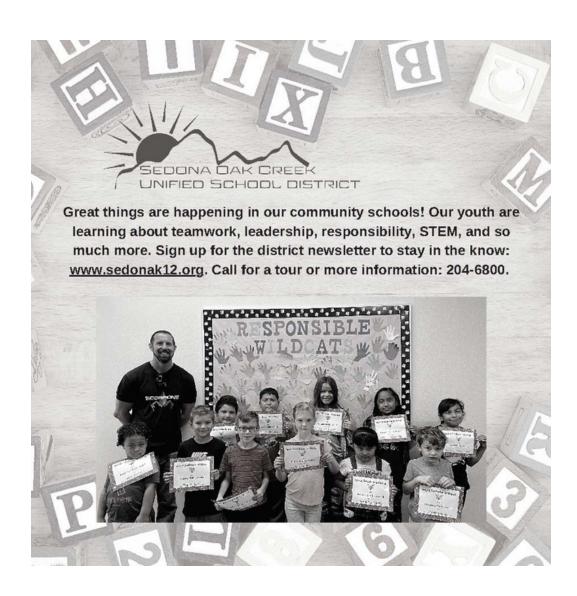
We shifted focus this month and worked on sharing a message of thanks, positive news coming from the schools, and tax credit:

- 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.



SOCIAL MEDIA



West Sedona School

Published by Heather Baskins-Hermen ② · October 9 · 🔇



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



Sedona Red Rock Jr/Sr High School
Published by Heather Baskins-Hermen ②

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 **②** · October 21 at 8:54 AM · **③**

Our 5th graders have been exploring their creative sides in art class with Ms. Westfall. Check out this talent! \S 👀 🖃 🧼 🧡



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.

<u>Click here</u> to listen to the radio spot.



CHAMBER OF COMMERCE



Sedona Chamber of Commerce

Published by Hootsuite 2 · 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/



WESTSEDONAPTA.COM

Wildcat Carnival

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

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, Alethela Church

West Sedona School (570 Posse Ground Rd)
Visit: www.WildcatCarnival.com for more information!
Purchase Tickets at West Sedona School or at our website.

ecial Thank you to our generous sponsor

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. <u>Click</u> 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.