

## **Sequoia Charter School PR and Marketing Campaign Summary**

### **Media Campaigns and Advertising Projects**

1. Developed Sequoia School for the Deaf and Hard of Hearing Closed Captioning Sponsorship which included negotiating 30, ten second commercials in which different students teach KPHO viewers sign language phrases during the Monday morning news airing weekly for six months. Dee Ann also produced and co-wrote and co-directed 27 commercials for the project.
2. Wrote and produced Sequoia School for the Deaf and Hard of Hearing School (SSDHH) video featuring Dr Angel Ramos.
3. Wrote and designed SSDHH website and school brochure.
4. Concept developer, writer and producer of Sequoia Choice Arizona Distance Learning's "30 second "Do the Double," tv and online commercial.
5. Concept developer, writer, producer, and media buyer for Sequoia Choice Arizona Distance Learning 30 second TV commercial airing during prime time on: MTV, CNN, AZ Family and TNT beginning 1/7/08 – 2/7/08.
6. Wrote, pitched and coordinated interview for "Innovative School," story to CBS 5 News.
7. Coordinated and pitched ABC 15, 5pm segment about Sequoia Choice Dual Credit Story with Ron Neil
8. Wrote press release, pitched and coordinated interview with KPHO CBS5, broadcast of Sequoia Charter (Horne) World Record Story
9. Wrote, pitched and coordinated Channel 3, 5 pm news segment of Star Academy Salvation Army Giving Tree Performance
10. Wrote, pitched and coordinated Channel 3, Morning Show, Dual Credit Story Student and Ron Neil Interviewed
11. Pitched and coordinated interview for the KPHO, Channel 5, Morning Show segment of ACAA Percussion Performance & Interview
12. Pitched and spokesperson for Sequoia Choice during Arizona Midday Segment, aired on Channel 12. Also negotiated interview placement on AZ.Central.com for 30 days.
13. Negotiated contract, copywriter and banner ad designer for online advertising campaign with azcentral.com and sponsored ad campaign with Yahoo and Google.
14. The Mesa Arizona Republic Newspaper article titled Spruced Up School
15. Negotiated media buy, wrote copy and designed four quarterly print ads and editorials featured in Glendale Peoria Newspapers, Career Quarterly Magazine Peoria and Glendale Chamber of Commerce's Newsletter and Luke Air force base for SSDHH, ACAA, Redwood academy and Choice Distance Learning.
16. Wrote and pitched Arizona Republic Parenting Magazine story about Sequoia Choice College Program and IDA bond story
17. Channel 3, Morning Show, Dual Credit Story Student and Ron Neil Interviewed
18. Media buy research and commercial review for Arizona Distance Learning TV Commercial
19. Direct mailers, design, copy and mail list research, distribution and print buy for ACAA, Redwood Academy, Sequoia Charter School , Horne Campus, SSDHH, Sequoia Village, Mountainair and Sequoia Ranch
20. Pine Top Newspaper Ad design and media buy for Sequoia Village
21. Pine Top Newspaper press release and pitch for the New Home School Resource Center article.

22. Wrote press release and pitched Free College story featured in Pine Top Newspaper
23. Designed and wrote copy for the SSDHH and ACAA Open House Flyers
24. Coordinated and edited the Sequoia Choice AZ Teen Magazine article
25. Coordinated and pitched the Sequoia Charter School and CHW-Chandler Regional Hospital/Mercy Gilbert Medical Center Free "GET IMMUNIZED" Event. Featured in Arizona Republic, Arizona Tribune, KPHO Event calendar and many online event calendars.
26. Wrote, pitched and coordinated IDA Bond Story featured in the AZ Republic, Glendale Star, Tribune, ABC 15, 3TV and KPHO CBS 5 and KTAR radio.
27. Assisted with copy writing and pitching the SSDHH Golf Tournament release featured in many online event calendars
28. Wrote media alert and pitched the ACAA Cheaper By the Dozen Performance for ACAA featured in online and print event calendars
29. Co-wrote and pitched the SSDHH Veterans' Day Walkathon featured in the Arizona Republic Newspaper
30. Co-wrote, pitched and coordinated interviews for the Sequoia After School Program story featured in the Arizona Republic, Arizona Tribune and Channel 12 evening news segment
31. Designed and coordinated print for the Redwood Academy staff business cards and event calendar magnets.
32. Designed and bought advertising for Az.Central.com banner ad, Glendale Star and Peoria online and print newspapers for Sequoia Choice and Arizona Conservatory for the Arts and Academics.
33. Wrote and pitched press release and designed online and print ads for the New Peoria Redwood Campus featured in the Arizona Republic, Peoria Times and Glendale Star newspapers
34. 2006 Spring Parent Workshop, Calendar online Arizona Republic, three zones, 8 inch ad in the April 12th paper, KPHO- Event Calendar, Mesa Independent in the news brief section, April 18<sup>th</sup> Ahwatukee Foothills, Calendar Page, ACDHH Email Tree
35. Wrote and coordinated student and administrator press interview for the Homeless Students Hope Story featured in the Arizona Tribune Newspaper and College Times
36. Coordinate partnership feeder school performance program for Arizona Conservatory for Arts and Academics
37. Wrote copy, designed, researched and purchased mailing list, negotiated print buy for Redwood Academy, Sequoia Ranch and Arizona Conservatory for Arts and Academics newsletters. Also was the photographer for Redwood Academy and Family First on campus photo shoots.

**Website copywriting, layout and graphic design for:**

1. Sequoia School for the Deaf and Hard of Hearing
2. Pathfinder Academy
3. Redwood Academy
4. Sequoia Star Performing Arts
5. Sequoia Choice Arizona Distance Learning (3)
6. Arizona Conservatory for the Arts and Academics website design
7. Sequoia Academy website design