

ADVERTISING UPDATE – Fall 2008

DATE: August 2008
FROM: Michelle Long-Coffee, Advertising/PR

The following media will be used to promote Fall 2008

Cable, radio and billboards will emphasize alumni and students who represent our theme “Go West. Go Far.”

- Web Site www.wlac.edu/enroll/
- Entrance Banners July 16
- Cable weeks of August 11 -31
New creative focusing on location & testimonials of alumni (finalizing week of Aug 4)
- Culver City Newspapers, Argonaut,
 LA Times Education, Sentinel (ACT/Weekend/Online) mid-August
- Mailed mini schedule July 10
- Billboards Jefferson & LaCienega (August)
- Crenshaw Mall & Sepulveda Ralphs outreach Fri/Sat/Sun in August
- Latino 96.3 & Staples Center Concert August 11 - 24
- POWER 106 August 11 – 24

OTHER ACTIVITY: 40th Anniversary & Branding

To be installed on-campus mid-August: 40th anniversary banners; Building and directional banners; Go West. Go Far. brand banners.



PICTURED: Fall Mini Schedule;
 Billboard, 40th Anniversary Banner;
 Radio Web Page Ad

RADIO SCRIPT: 60 sec

SPOT #1

ANNOUNCER: From a letter received by Professor Jacobs at West LA College

FEMALE: "Dear professor,

I am graduating from UCLA Summa Cum Laude. Before taking your class, I did not have the slightest idea on how to write a paper. You taught me how to argue in writing, organize my thoughts and use quotations to my advantage. Without your classes, succeeding at UCLA would have been impossible.

Forever Grateful,

Ivette "

ANNOUNCER: Ivette, a West LA College alumnae, begins law school this Fall.

At West, Ivette found excellent instruction at an affordable price, smaller classes, and support services to help her reach her goals. In addition to traditional classes, West LA College, a community college on Overland near Jefferson, offers online and weekend sessions as well as childcare.

West students advance to competitive universities and satisfying careers in early childhood education, paralegal, dental hygiene, business, computer science and more.

Will you be next?

Now enrolling for Fall at wla.edu/enroll That's wla.edu/enroll

West LA College. Go West. Go Far.

[on Latino 96.3] Ask about The PUENTE project, academic and support services with a Latino focus

SPOT #2

MALE1: I grew up near Crenshaw. Played a little ball then got serious and enrolled at West LA College. I got an internship. Now I'm working in media relations at Sony.

ANNOUNCER: West alum Kentin

FEMALE1: I was the first generation in my family to go to college. I enrolled at West. My instructors were so helpful. I just graduated Summa Cum Laude from UCLA and I'm headed for law school.

ANNOUNCER: West alum Ivette

FEMALE2: I had a job, but I couldn't advance. I needed certification but career colleges were too expensive I enrolled at West. Today I'm a paralegal for the County Public Defender

ANNOUNCER: At West, you'll find outstanding instruction at an affordable price, smaller classes, and support services to help her reach your goals. In addition to traditional classes, West LA College, a community college on Overland near Jefferson, offers online and weekend sessions as well as childcare.

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