

ADVERTISING UPDATE – Spring II 2008

DATE: March 4, 2008
FROM: Michelle Long-Coffee, Advertising/PR

'08 SPRING II: The following media will be used to promote Spring II

- Web Site www.wlac.edu/enroll/
- Entrance Banners
- Cable *first 2 weeks of Mar*
- University Newspapers *VH1, BET, MTV, Toon, TNT, Food, TBSC, Comedy*
- Culver City Newspapers *mid Feb / first week Mar – emphasis on online*
- Postcard – 40K delivered door-to-door *week of Feb 18*
- Spring 2 Schedule on campus and door-to-door *week of Mar 3*
- KJLH Radio *Mostly Sundays beginning Feb 17 or 24 thru Mar 30*
- Reminder Statement in Student Services Mailings



entrance banners



postcard

class schedule flyer



print ads

CABLE AD TITLES	DIALOG
Dr. Mark Rocha President, West Los Angeles College > Just \$20 /Unit	Dr. Rocha: My charge is to ensure that West not only offers a top notch education but also that we make that education attainable
Helen Young, Counselor Classes start throughout the year	Counselor: West sessions start throughout the year, not just in September
George Yan, Instructor Leader in offering online classes	Instructor: We are leaders in offering university transfer and career courses online
6 Campus Meeting + Online Study	Student 1: I like weekend college. (background: parking lot w open spaces)
Outstanding Faculty	Student 2: West is a great (background: Library)
Scenic Campus	Student 3: the campus (background: bridge near HLRC)
Transfer & Career Programs	Student 4: the programs (background: aviation bldg sign)
Logo Go West. Go Far. www.wlac.edu/enroll Address Classes Start Feb 22 & Apr 7	Announcer: Enroll today wlac.edu – slash – enroll West LA College Go West. Go Far.

KJLH RADIO SCRIPT: 60 sec (Sundays)

Announcer:

West Los Angeles College wants you to know there is still time to enroll in Spring courses.

8-Week sessions begin February 22 and April 7.

West LA College is a leader in offering courses online. Attend class from the convenience of your home or office computer. West also offers a wide selection of courses on the weekends.

Classes include university transfer, prerequisites and career skills.

As a community college, West holds tuition down to just \$20 per unit. Yet, its knowledgeable faculty, less crowded classrooms and easier parking give the campus a private school feel.

West LA College

University transfer and career classes including business, paralegal, dental hygiene, aviation technology and computer science

Courses on campus (*little pause*) online (*little pause*) or on the weekends

Starting February 22 and April 7

Enroll today at wlac.edu

That's wlac.edu

West LA College on overland between Slauson & Jefferson

West LA College

Go West. Go Far.