



# City of San Antonio

## Agenda Memorandum

**File Number:**21-5272

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**Agenda Item Number:** 7.

**Agenda Date:** 9/7/2021

**In Control:** Early Childhood Education Municipal Development Corporation Board of Directors

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**DEPARTMENT:** Pre-K 4 SA

**DEPARTMENT HEAD:** Sarah Baray, Ph.D.

**COUNCIL DISTRICTS IMPACTED:** Citywide

### **SUBJECT:**

Marketing Update

### **SUMMARY:**

This item includes a briefing on marketing efforts for the program over the past year and future areas of focus for marketing.

### **BACKGROUND INFORMATION:**

Creative Noggin is the agency of record for Pre-K 4 SA. The agency provides marketing and public relations services for the program.

### **ISSUE:**

This item will review marketing efforts over the past year to include paid and owned media. This will also review public relations and media coverage.

### **ALTERNATIVES:**

This item is a briefing for informational purposes only.

**FISCAL IMPACT:**

This item is a briefing for informational purposes only.

**RECOMMENDATION:**

This item is a briefing for informational purposes only.