

ANCHORAGE SCHOOL DISTRICT

ANCHORAGE, ALASKA

ASD MEMORANDUM #225 (98-99) February 25, 1999

TO: SCHOOL BOARD

FROM: OFFICE OF THE SUPERINTENDENT

SUBJECT: 1999 BOND INFORMATION CAMPAIGN

RECOMMENDATION:

It is the Administration's recommendation that the School Board authorize the Superintendent to expend up to \$49,000 for the 1999 Bond Information Campaign.

PERTINENT FACTS:

The Anchorage School District has proposed one bond proposition for the April 20, 1999 ballot totaling \$428,740,000. As in the past, the District is responsible for providing information to Anchorage citizens about the contents of the bond propositions.

While the District bond package has not yet received Assembly approval, both the size of the proposed bond package, the scope and duration of the bond terms, and the short time frame we have to develop and implement a bond information campaign, requires that we begin to develop the campaign now.

The components of the information campaign under construction are shown below:

- Video/Slide Show
- Bond Fact Sheets
- Speakers Bureau
- Website
- Newspaper Ads

- Radio Ads
- Television Ads
- Direct Mail

The District expended \$44,000 in 1998 on the bond campaign. The source of the funds is the Non-Departmental Account.

BC/LW

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Approved by: Bob Christal, Superintendent