

ANCHORAGE SCHOOL DISTRICT
ANCHORAGE, ALASKA

ASD MEMORANDUM #161 (2000-2001)

January 8, 2001

TO: SCHOOL BOARD
FROM: OFFICE OF THE SUPERINTENDENT
SUBJECT: 2001 BOND INFORMATION CAMPAIGN

RECOMMENDATION:

It is the Administration's recommendation that the School Board authorize the Superintendent to expend up to \$35,000 for the 2001 Bond Information Campaign.

PERTINENT FACTS:

The Anchorage School District has proposed two bond propositions for the April 3, 2001 ballot. The proposition addressing Districtwide needs totals \$82.4 million. A separate \$40.2 million proposition would fund construction of a new secondary school in Eagle River. As in the past, the District is responsible for providing information to Anchorage citizens about the content of the bond propositions.

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

- Slide Show
- Bond Fact Sheets
- Speakers Bureau
- Website
- Newspaper Ads
- Radio Ads
- Direct Mail

The School Board authorized \$39,000 in bond campaign expenses in 2000. The source of the funds is the Non-Department Account.

CC/LW

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