

EDUCATION COMMISSION
Marketing/PR/Webmaster Report
February 2009

1. SP parish/school website now averaging 8,428 visitors each month for last nine months. New additions to the site: Contact Us (General Information column), Kroger/Scrip (General Information column) along with a Scrip viewable/printable vendor list, new Always looking for ways to generate new pages and better manipulation by the user of existing pages.
2. “What’s Happening” responses have warranted NJ coverage now totaling \$11,887 relative to “ad size” charge. Thanks to those staff who faithfully respond to “What’s Happening” queries with the resulting list of events sent weekly to both NJ and WMFD.
3. Taping of EdChoice Program on WMFD with Doug Theaker’s “I Love My Job”, went well. Legislators on Friday, January 30, at St. Peter’s, also went well. Facilitated another EdChoice ad, cost shared by five schools working together--St. Peter’s, St. Mary’s, Discovery School, Mansfield Christian, and Grace Christian. Continue to communicate with personnel at School Choice Ohio. They are doing postcards in February throughout Ohio as well as personal phone calls—all this to eligible families in each district.
4. Advertising set for March Open House billboard (two locations—already posted) and newspaper ad. Also using opportunities for “free” advertisement—NJ weekly calendar, radio “What To Do Today.”
5. Working with Bill Johnson to promote “Godspell” in as many ways as possible. On Monday, February 23, we will be taping for WMFD Doug Theaker’s “I Love My Job” about the upcoming parish/school musical, “Godspell.” This segment will air in the week or two following the taping—good advertising of the program in time for the event. I’ve asked Bill Johnson, Bill Asher, and Lou Friend to be on stage. Also working with Bill to produce the program. Cathy Anatra will do graphics. Two billboards created, delivered to Lind, and now posted.
6. Next issue of “Family” publication due in mailboxes no later than February’s end. Outline nearly full for June issue. Ideas? Stories? Let us know. Effort to include as much info as possible to avoid additional mailings of other info. Requires a very good “look ahead” for all of us but makes it as cost effective as possible. Recipient count is right around 5,100.
7. Catholic Schools Week—posters with thank you letters from SPHS students who are parishioners at deanery parishes, along with photos, delivered to parish pastors to read at Sunday Mass. Also delivered posters to area junior high classroom with photos of SPHS students who went to those deanery junior high schools. Continue to mail monthly postcards to deanery jrhi students about SPHS.
8. Computer classes for area parishioners will be offered in April and May. Slate of classes ready for publication in our own parish bulletin and will be sent to other parishes. Presently, there are eight classes that will be offered and I am soliciting more.

Respectfully submitted,

Kathy Morris
Marketing/PR/Webmaster