

ADVERTISING UPDATE – Summer 2008

DATE: April 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 *early April*
- Cable *weeks of May 12, 19 & 26 and June 16 & 23*
VH1, BET, MTV, Toon, TNT, Food, BRVO, TBSC, Comedy, CNN
- University Newspapers (Weekend) *mid Feb / first week Mar – emphasis on online*
- Culver City Newspapers (ACT & Weekend) *May 15 & 29*
- High School Mailer & Frames *late May*
- “Day at West” *mid-May*
- Summer Schedule on campus and via mail *mid-April*
- Billboards *Venice/Motor May 19) LaTiejera/LaCienega (June 9) Slauson/Labrea (May 19)*
- LAWeekly.com (Weekend) *weeks of May 12, 19, June 16*
- Latino 96.3 *week of May 19*



Print Ads
 Web Ad
 Entrance Banners



AMP IT UP!
 advertising | marketing | pr
 West LA COLLEGE

CABLE AD 1	DIALOG
TITLES	DIALOG
Dr. Mark Rocha President, West Los Angeles College > Just \$20 /Unit	Dr. Rocha: I'm Mark Rocha, president of West Los Angeles Community College. My job is to make sure that when you come to West, you'll get the classes you need.
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 June 9 & 30	Announcer: Enroll this summer at West. Wlac.edu West LA College Go West. Go Far.

CABLE AD 2	DIALOG
TITLES	DIALOG
Student 1 – 3 In B&W against stone wall Student 4 Frustrated in car	Student 1 I'm not about the crowd Student 2 Crowded classes Student 3 Long Lines Student 4 No parking
Title "Committed to Student Success"	Dr. Rocha: I'm Mark Rocha, president of West Los Angeles Community College. My job is to make sure that when you come to West, you'll get the classes you need.
Scenic campus "70 Scenic Acres"	Student 1 I need space
Library "Newly Renovated Library"	Student 2: Space to think
Classroom "Less Crowded Classrooms"	Student 3: Space to ask questions
Walking from car in lot "Easier Parking"	Student 4: Space to park
On bridge "Juan Gutierrez Transferred to Cal State University Transfer & Career Programs"	Student 5: Space to succeed
Logo Go West. Go Far. www.wlac.edu Address Classes Start June 9& 30 Just \$20 per unit	Announcer: We're holding your space this summer. Enroll today at wlac.edu West LA College Go West. Go Far.

LATINO RADIO SCRIPT: 10 & 60 sec

SPOT #1 – 60 sec

MALE 1: Starting college this summer?
MALE 2: Already started. At West – I'm taking Aviation Mechanics
MALE 1: West – where's West?
MALE 2: West LA College – on Overland near the Fox Hills Mall
MALE 1: There's a college there?
MALE 2: Heck yea. A community college. A good one. University Transfer programs, career programs like Computer science, law enforcement, paralegal, business, hotel & travel industry and more I could keep going. They have accounting too.
MALE 1: It's expensive huh?
MALE 2: Nope. Just \$20 per unit with fee waivers and other financial aid.
And get this, tambien tiene a real private school feel.
MALE 1: West LA College, cool.

MALE ANNOUNCER [serious]:

With smaller class sizes and easier parking, you'll find comfortable space to learn, study and access services
Traditional, evening, weekend and online programs meet the schedule needs of both full- and part-time students.
Just a 10 minute drive to the beach makes Summer a great time to get started.
West LA College has a space just for you.
Take advantage and enroll at wlac.edu
That's wlac.edu
West LA College
Go West. Go Far

SPOT #2 – 60 sec

FEMALE 1: Hey, taking college classes this summer?
FEMALE 2: I want to but the good schools are crazy crowded, expensive, or the classes meet every day.
FEMALE 1: Not uh, not at West.
FEMALE 2: West. Where's West?
FEMALE 1: West LA College on Overland near the Fox Hills Mall
FEMALE 2: Really?
FEMALE 1: It's a community college. A good one. West LA College has University Transfer programs, career programs and even pre-college classes.
I'm in West's Weekend College – that's just 6 days in the class room and the rest is online.
FEMALE 2: Just 6 days?
FEMALE 1: Or you can take a class completely online.
FEMALE 2: Cool. They have regular classes too right?
FEMALE 1: Claro.

FEMALE ANNOUNCER [serious]:

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West LA College
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SPOT #3 – 10 sec

Taking college courses this summer? Tired of the crowd & feeling like a number? West LA College has a space just for you. Go West. Go Far.
wlac.edu