

## **Tech-Prep Television and Radio Campaign Golden Crescent Tech-Prep Partnership Best Practice – 2005**

Each year the Victoria College offers freshman orientation sessions, which includes class registration, during the months of July and early August. This is followed by regular student registration in the middle of August. These orientation and registration periods are prime opportunities for students to claim their Tech-Prep credit they earned in high school.

With this opportunity in mind, the Golden Crescent Tech-Prep Partnership created a concerted television and radio campaign to run during this time revolving around the theme “You Earned It, Go Get It”. This theme is loosely based on the “Education, Go Get It.” theme of the College for Texans campaign.

Our partnership staff worked with local radio and television production teams to create scripts for commercial spots that gave similar messages. The television commercial featured two actual incoming Victoria College freshman students. The message reminded students about the upcoming orientations and told them to remember to ask about their Tech-Prep credit when they registered. The commercial was shot on campus and highlighted the new Technology building as well as other campus locations. This commercial was run on the local ABC, NBC, and FOX affiliate stations. They ran for one month and we ended up having the commercial run over 700 times during that period.

The radio commercials had similar messages and ran for a total of six weeks. We chose to run the commercials on the number one rated country station and teen oriented rock station. The two stations had an 85% market share of the 18-21 year old target audience in our region. Each station ran the commercials a minimum of three times a day over the six week period.

Both the television and radio stations were more than willing to assist us on this project. They each produced the individual commercials for us as part of the total packages. We did pay each station for their services, but they all matched our advertising dollars with free or discounted commercial time. All of our commercials were run during very advantageous airtime hours. There were no commercials run during the dreaded “graveyard” PSA slots. Most of our commercials ran during the day or evening hours. We even had our share of primetime television commercials.

The feedback from our campaign has been even greater than we expected. We received numerous phone calls and e-mails from students and parents who heard the commercials. We were able to answer many questions regarding Tech-Prep credit that we might otherwise not had the opportunity to address.

Please feel free to contact Shannon McBride at 361-580-2989 or [smcbride@tisd.net](mailto:smcbride@tisd.net) if you have any question or comments. Visit the Golden Crescent Tech-Prep Partnership website at <http://www.gctechprep.org/>

