

Fall 2002

highlights

- **Executed a relatively integrated public education campaign including:**
 - Advertising
 - TV PSAs
 - Successful TV PSA, leading to an editorial endorsement of the group's efforts by the market's leading daily newspaper
 - Newspaper PSA
 - Outdoor PSAs
 - Billboard & Yard Signs & Ourselves (buttons)
 - Public Relations
 - Ongoing Media Relations
 - Overwhelming exposure for Project VOTE
 - Voter Recognition
 - Stickers
 - Prom Packet Runners/Volunteers
- **Established credibility and a platform to build upon**