

May 15, 2013

The following e-mail was sent to Program Directors

**KENTUCKY
Adult Education**


Your future starts here!

Free GED to begin! Strong outreach campaign planned

Free GED testing begins on Wednesday, May 15. A news release was distributed this morning, so programs are free to spread the word locally. KYAE has planned a major outreach campaign in support of free GED testing. Below are the highlights, which include both traditional and non-traditional media.

- [Click here](#) for the news release distributed today to media across Kentucky. Please feel free to share this with your local newspaper/radio/TV to make sure they are aware of free GED testing. Also, contact radio/TV/local cable stations in your county and ask them to feature your adult education program during the month of June.
- Print materials to promote free testing are scheduled to ship next week. Each program will receive a supply of customizable student hand-outs, fliers and posters for use in adult education centers and throughout the community. The materials feature Kentucky GED graduates and their success stories with a prominent "free testing" message. A list of possible distribution sites is attached.
- New TV and/or radio ads will begin airing June 3 in all counties. We will send you a link to the spots once they are finalized. The new ads feature the same Kentucky GED graduates as in the print materials and are tagged with the free GED information. The spots will run only during June.
- KYAE is also venturing into a wide-ranging use of social media to promote free GED testing, including Pandora internet radio; Facebook and national website banner ads targeted to Kentuckians age 18-44; e-mail blasts to nearly 50,000 Kentuckians; pre-roll video on targeted websites; and a companion Twitter feed. Some of the social media effort is aimed at the important "influencer" audience who is not in the adult education target population but likely knows someone who is. Again, this effort will be in effect during June.