

July 31, 2013

The following was sent to program directors.



New marketing initiative

As you are aware, today is the last day of free GED testing. You may be wondering, "How am I going to attract people to my program now?"

No worries, fearless program directors, we are here to help! We are launching a "Time's Running Out" marketing initiative that will help you spread the word that the current GED test is ending and the new test will launch January 1, 2014.

A month-long, multi-tier advertising campaign, similar to the one held in June, will run approximately one month, from mid-August to mid-September. Details are still being finalized, but the campaign will likely feature:

- TV commercials
- Radio spots (both traditional and online)
- Digital advertising (pre-roll videos and banner ads)
- Print advertising (local newspaper and jobs publications)

In addition, promotional materials are being printed and will be shipped directly to your programs. They include:

- 8.5x11" posters
- Half-page fliers
- Postcards

(The half-page fliers and postcards are not being cut to size before you receive them so that you may more easily customize them; editable templates with correct placement of text will be provided.)

In the meantime, however, you may download customizable half-page fliers, as well as a Facebook cover photo and a desktop background to put on computers in your center to help raise awareness. To access these materials, go to this page and scroll down to the "Third Phase - Time's Running Out Materials" header:

<http://kyae.ky.gov/educators/13Closeout.htm>

Please let us know how we may further assist you in your recruitment and retention efforts!

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