

## **Development & Communications**

**09.26.23**

### **Recruitment**

- We met our 2023-24 recruitment goal of 400 students. Advertising results for the June - September NCAP Open Enrollment Period are attached.
- NCAP opens on November 28, 2023. We are hosting an open house on November 1. Because NCAP opens later than usual, we'll host a second event in December and one at the new building before the NCAP window closes on January 19, 2024.
- Open House advertising will start in early October
- High School Fairs at area middle schools start in earnest next month. So far, we've been invited to participate at:
  - FirstLine Schools
  - Breakthru New Orleans
  - Audubon
  - Hynes
  - Dorothy Heights
- We're working with GNOCCS to build a middle school / high school recruitment event within the collaborative.

### **Grant update**

- See attached pipeline
- Tr. Morgan Rea attended the USDA Farm to School grantee event to launch the FtS project

### **Public Relations**

- Press release re: Hispanic Heritage Celebration was distributed 09/26/23



## International High School of New Orleans

### Paid 2023 NCAPS Open Enrollment

Digital / Social Media				
Platform	Timeline	# of ads	Reach	Total
Nola.com-Google ad platform	August 2 - September 6	100,000 impressions	Targeting Jefferson and Orleans Parish.	\$700
Broadcast				
Platform	Timeline	# of ads	Reach	Total
iHeart Radio (Q93 & KDVU)	August 2-11	18	91,800 IMPs /62,200 reach to metro New Orleans area	\$900
JamabalyaNews Radio (Hispanic)	August 5-15	60	Metro New Orleans Hispanic audience.	\$200
Signage				
Platform	Timeline	# of ads	Reach	Total
Lawn signs	Went up in July	50	Targeted to Spanish speakers in area of closed Grace King High School	\$638
			<b>TOTAL</b>	<b>\$2,438</b>

# IHSNO

Campaign Report

August 2, 2023 – September 6, 2023

THE  
ADVOCATE  
TheAdvocate.com

The Times-Picayune  
THE NEW ORLEANS ADVOCATE



# Extended Network Display

Advertiser: International High S... (1)

Campaign

Insertion Order

Line Item

Creative

## Performance Summary

Impressions

99,998

Clicks

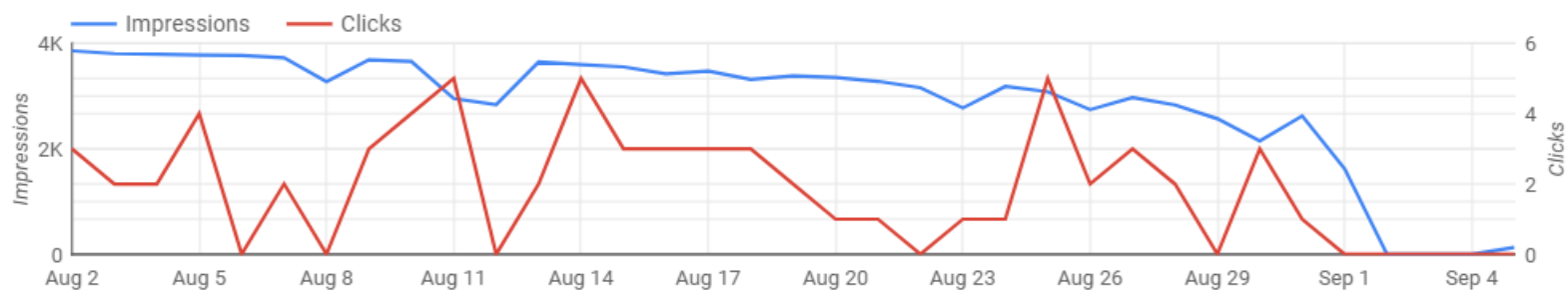
66

Click Rate (CTR)

0.07%

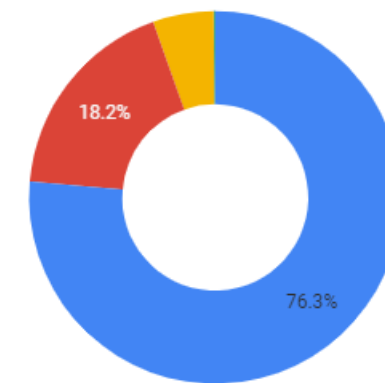
Avg. Viewable Time

00:00:23



## Devices

Impressions



- Smart Phone
- Desktop
- Tablet
- Connected TV

# Proposal Summary

Advertiser: International H.S. of NO\*  
Agency: Direct  
Name: Fall 2023  
Dates: 08/02/23 - 08/11/23  
AE: Antwine Williams

Est. Gls: 91,800  
Est. CPM: \$9.80  
Net Cost: \$900.00

Rates and Inventory valid until 08/01/23

## Product Summary



Broadcast

Run Dates

08/02/23 - 08/11/23

Est. Gls

91,800

Est. CPM

\$9.80

Net Cost

\$900.00

Title: Fall 2023

Advertiser: International H.S.  
of NO\*

Agency: Direct

Spots: 18

Net Cost: \$900.00

Date/Time: 07/25/23 03:37pm

Audience Selection:

Primary: 25 - 54 Persons  
N/A

## Schedule Summary

	Total Spots	Net Cost	IMPs	CPM	GRP	Reach	Reach %	Freq.
SCHEDULE TOTALS/AVERAGES	18	\$900.00	91,800	\$9.80	15.6	62,200	11	1.5
NEW ORLEANS-LA	18	\$900.00	91,800	\$9.80	15.6	62,200	11	1.5

## NEW ORLEANS-LA

Nielsen Survey(s): Spring 2023, Winter 2023, Fall 2022 - MSA

Counties/Zips: N/A

Icon Key: Non-iHM stations, Out of Market/Adjacent Stations

### KVDU-FM (Adult Hits - Variety/Mix)

Station/Daypart	Spots	Spot Distribution	Rate	Length	Net Cost	AQH Rtg	AQH Per	GRP	IMPs	CPM	Reach	Freq.
<b>STATION TOTALS / AVERAGES</b>	12	M T W T F S S	\$25.00		\$300.00	0.2	1,400	2.4	16,800	\$17.86	11,100	1.5

#### 08/02/23 - 08/11/23 - 2 weeks

<b>Total per week</b>	6		\$25.00		\$150.00	0.2	1,400	1.2	8,400	\$17.86	6,440	1.3
We-Fr 6a-7p	6	- - X X X - -	\$25.00	30	\$150.00	0.2	1,400	1.2	8,400	\$17.86	6,798	1.2

	Aug/23	Sep/23	Oct/23	Nov/23	Dec/23	Jan/24	Feb/24	Mar/24	Apr/24	May/24	Jun/24	Jul/24	Aug/24
<b>Total Spots:</b>	12	0	0	0	0	0	0	0	0	0	0	0	0
<b>Gross Cost:</b>	\$300.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Net Cost:</b>	\$300.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

### WQUE-FM (Hip Hop/R&B)

Station/Daypart	Spots	Spot Distribution	Rate	Length	Net Cost	AQH Rtg	AQH Per	GRP	IMPs	CPM	Reach	Freq.
<b>STATION TOTALS / AVERAGES</b>	6	M T W T F S S	\$100.00		\$600.00	2.2	12,500	13.2	75,000	\$8.00	52,700	1.4

#### 08/02/23 - 08/11/23 - 2 weeks

<b>Total per week</b>	3		\$100.00		\$300.00	2.2	12,500	6.6	37,500	\$8.00	30,907	1.2
We-Fr 6a-7p	3	- - X X X - -	\$100.00	30	\$300.00	2.2	12,500	6.6	37,500	\$8.00	32,072	1.2

	Aug/23	Sep/23	Oct/23	Nov/23	Dec/23	Jan/24	Feb/24	Mar/24	Apr/24	May/24	Jun/24	Jul/24	Aug/24
<b>Total Spots:</b>	6	0	0	0	0	0	0	0	0	0	0	0	0
<b>Gross Cost:</b>	\$600.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Net Cost:</b>	\$600.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

### Proposal Totals

	Spots	Net Cost	IMPs	CPM	GRPs	Reach	Reach %	Frequency
KVDU-FM	12	\$300.00	16,800	\$17.86	2.4	11,100	2	1.5
WQUE-FM	6	\$600.00	75,000	\$8.00	13.2	52,700	9.3	1.4
<b>Total</b>	<b>18</b>	<b>\$900.00</b>	<b>91,800</b>	<b>\$9.80</b>	<b>15.6</b>	<b>62,200</b>	<b>11</b>	<b>1.5</b>