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ADVERTISING & PUBLIC AFFAIRS

A Robert Nelson Company

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Woodenship Advertising & Public Affairs Launches California Teachers Association's "Back to School" Campaign

(San Diego, CA) Woodenship Advertising & Public Affairs (www.woodenship.com) announced Monday that California Teachers Association (CTA) has enthusiastically launched their annual "Back to School" campaign. Consisting of six radio commercials and 10 print ads, the campaign reflects CTA's commitment to increasing family-teacher collaboration.

"Teachers know that family involvement is extremely important to student success," states Woodenship President Bob Nelson. "We are proud to be delivering such an important message to such a diversified group of people." Appearing in forty-one ethnic newspapers, the ads will run in Hispanic, Chinese, Indian, Japanese, Korean, Vietnamese, Filipino, Thai, Native American, and African American markets; the radio spots on 19 general interest and 21 ethnic stations.

CTA emphasizes that attitudes toward learning begin at home. They highlight several important tips for families and urge them to attend parent conferences, keep track of progress, and be enthusiastic about learning. CTA represents 335,000 members consisting of teachers and other education employees in the state's more than 1,000 school districts. Rank-and-file teachers and union leaders add value to the campaign as spokespersons.

To listen to or read the radio spots, go to the CTA website at <http://www.cta.org/Press/Radio/BackToSchool04.htm>.

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About Woodenship

Woodenship has developed advertising and provided strategic counsel to CTA for over 12 years. Woodenship Advertising and Public Affairs provides research, strategic and media planning, copywriting, creative design, production, placement, and public relations to select clients. Our company's offices are located at 3900 Fifth Ave, Suite 130, San Diego, CA, 92103. (619) 269-7415