

# SAN BERNARDINO CITY UNIFIED SCHOOL DISTRICT

## COMMUNICATIONS SUPPORT BY THE NUMBERS

### Media Requests



Reporters Called



Reporters Called



Reporters Called



### Emergency Parent Letters



**2011-2012**  
60 Letters to  
57,473 Parents

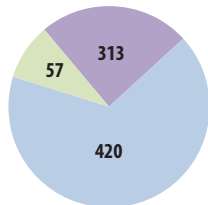
**2012-2013**  
44 Letters to  
47,661 Parents

**2013-2014**  
47 Letters to  
36,726 Parents

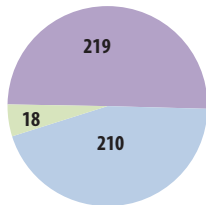
### News Stories



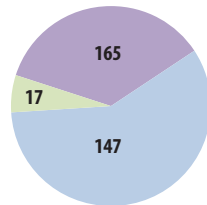
2011-2012



2012-2013



2013-2014



Positive Neutral Negative

### Recognitions



2011-2012



2012-2013



2012-2014

### Press Releases



2011-2012

NEWS  
153

2012-2013

NEWS  
117

2013-2014

NEWS  
101

### Scholarships



CLASS OF  
2012

909\*  
\$  
\$5,031,314

CLASS OF  
2013

986\*  
\$  
\$5,603,351

CLASS OF  
2014

1,191\*  
\$  
\$6,954,258

\* Number of graduates earning scholarships.