



News from
Office of the Mayor

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**MAYOR ANNOUNCES SUPER BOWL WEEKEND BLITZ
TO ATTRACT NEW RECRUITS**

OAKLAND – In an intense effort to increase the number of recruits for the Oakland Police Department, Mayor Ron Dellums announces the Super Bowl Weekend Blitz ad campaign. The city is scheduling a total of three different ads for rotation during Super Bowl Weekend. The print ads will run in the 17 papers and Web sites of the Bay Area Newspaper Group, the San Francisco Chronicle and the Modesto Bee. In addition, the ads will air through March on KTVU/KICU; as well as advertisements on LED electronic billboards on the Bay Bridge, I-80 and I-880.

The campaign is entitled, “It’s More Than You Think”, in hopes to attract candidates who may be interested in joining the Oakland Police Department. The campaign also highlights the array of quality personal, professional and compensation benefits available. The ads specifically ask those interested to reserve an exam slot, which is scheduled for Saturday, February 23.

“The City of Oakland is going to take every opportunity to attract the much-needed officers that will help us bring peace to our streets,” said Mayor Dellums. “By expanding on recruitment success we’ve had in the past, this “It’s More Than You Think” campaign will go far in producing the results our city deserves.”

This most recent recruitment campaign follows Mayor Dellums’ public request during his State of the City address that the entire city join with him in making a commitment to reach the current authorized strength of 803 officers by the end of the year.

Sample ads are attached.

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