

|   | <b>September</b>                 |                                      |                       |  | <b>October</b>                       |                       |   |   | <b>November</b>        |                |                   |   |
|---|----------------------------------|--------------------------------------|-----------------------|--|--------------------------------------|-----------------------|---|---|------------------------|----------------|-------------------|---|
|   | Week 1                           | 2                                    | 3                     | 4  | Week 1                               | 2                     | 3   | 4                                       | Week 1                 | 2              | 3                 | 4 |
| <b>Define key message(s) audiences, and goals</b> | 7 Review draft with Chair, staff | Discussions                          | Final language        |  |                                      |                       |   |   |                        |                |                   |   |
| <b>Select logo/identity</b>                       | 7 Discuss at mtgs                | Tim Newcomb developing               | Final approval        |  |                                      |                       |   |   |                        |                |                   |   |
| <b>Establish "opening" programs</b>               | 7 Discuss at mtgs                | No special programs planned          |                       | Open House and Ribbon event programs set     | Finalize logistics                   |                       |   |   |                        | 9 Ribbon event |                   |   |
| <b>Develop partnerships</b>                       | 7 Discuss at mtgs                | Initial list generated               |                       | Ongoing                                      |                                      |                       |   |   |                        |                |                   |   |
| <b>Traveling display</b>                          | 7 Discuss at mtgs                | Delayed until January                |                       |  |                                      |                       |   |   |                        |                |                   |   |
| <b>Printed pieces</b>                             |                                  |                                      |                       |  |                                      |                       |   |   |                        |                |                   |   |
| <b>Invitation to opening</b>                      | BJ develop budget                | Select graphic artist, set schedules | Draft copy            | Final copy                                   | Final design Mail list complete      | 8 To printer          | 15 To mail center                                   | 17 Mailed                               |                        |                |                   |   |
| <b>Newspaper ad</b>                               | BJ develop budget                | Select graphic artist, set schedules |                       | Decide on placement                          | Purchase space Draft copy and design | Final design          |   |   |                        |                |                   |   |
| <b>Open House flyer</b>                           | BJ develop budget                | Select graphic artist, set schedules | Draft copy and design | Final copy                                   | Final design                         | 8 To printer          | 15 Begin distribution                               |   |                        |                |                   |   |
| <b>Open House postcard</b>                        | BJ develop budget                | Select graphic artist, set schedules | Draft copy and design | Final copy                                   | Final design Mail list complete      | 8 To printer          | 15 To mail center                                   | 17 Mailed                               |                        |                |                   |   |
| <b>General brochure</b>                           | BJ develop budget                | Select graphic artist, set schedules |                       |  | Final copy                           | Draft design          | Final design  | 26 To printer                           | 5 Deliver to VFC       |                |                   |   |
| <b>Media</b>                                      |                                  |                                      |                       |  |                                      |                       |   |   |                        |                |                   |   |
| <b>Web site</b>                                   | 7 Discuss at mtgs                | Develop schedule for content         |                       |  |                                      |                       |   |   |                        |                |                   |   |
| <b>Radio</b>                                      | Ads, VPR etc?                    | Arrange interviews                   |                       |  |                                      | Record and send PSA's | Develop commentaries                                | Calendar listings                       | Broadcast commentaries |                |                   |   |
| <b>Public access</b>                              | 7 Discuss at mtgs                | Produce show(s)?, Arrange interviews |                       |  |                                      | Distribute show(s)?   | Record interviews                                   | Broadcast interviews, calendar listings |                        |                |                   |   |
| <b>TV</b>   |                                  | Arrange interviews                   |                       |  |                                      |                       |   | Develop interest in coverage            | Broadcast interviews   |                |                   |   |
| <b>Print</b>                                      | Ads?                             | Develop interest in coverage         |                       | Complete press release, set release schedule | Follow-up                            |                       | Develop commentaries, Line-up Letters to Ed writers | Feature stories, Calendar listings      | Print commentaries     |                | Letters to editor |   |
| <b>Associated Press</b>                           |                                  |                                      |                       |  |                                      |                       |   | Develop interest in coverage            |                        |                |                   |   |
| <b>VCF Publications</b>                           | 7 Discuss at mtgs                |                                      |                       |  |                                      |                       |   |   |                        |                |                   |   |
| <b>Newsletter</b>                                 |                                  | 10 Articles due                      | 19 Articles edited    | 26 To designer<br>30 To printer              |                                      | Mail                  |   |   |                        |                |                   |   |
| <b>Sandwich board or banner</b>                   |                                  | Checking regs                        |                       | Up for foliage season                        |                                      |                       |   |   |                        |                |                   |   |
|   |                                  |                                      |                       |  |                                      |                       |   |   |                        |                |                   |   |
|   |                                  |                                      |                       |  |                                      |                       |   |   |                        |                |                   |   |
|   |                                  |                                      |                       |  |                                      |                       |   |   |                        |                |                   |   |
|   |                                  |                                      |                       |  |                                      |                       |   |   |                        |                |                   |   |
|   |                                  |                                      |                       |  |                                      |                       |   |   |                        |                |                   |   |
|   |                                  |                                      |                       |  |                                      |                       |   |   |                        |                |                   |   |