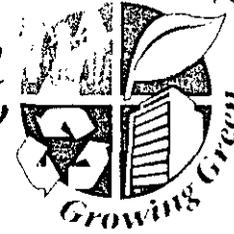




**Leon
County**



Leon County Climate Action Summit March 28, 2008

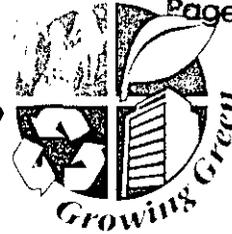
DRAFT MARKETING PLAN

Communication Tool	Notes	Who	Target Date(s)
Save-the-Date Flyer		Rebeka	Complete
Web Site	www.leoncountyfl.gov/growinggreen	Bill	Complete
Newspaper In Education	3 rd – 12 th Graders Printed March 25	Leigh	Complete
Information Channel Slide	Runs every Tuesday on Ch. 16 From 9 a.m. to 12 p.m.	Rebeka	Complete
WCOT Slide	City of Tallahassee Ch. 13	Rebeka	Complete
Informational Flyer	To include details and summary of summit schedule	Rebeka	Feb. 26 (First Senior Day)
Letter of Invitation (modified per audience)	<ul style="list-style-type: none"> • E-Mail Lists • Government Officials & Staff • Letter to the Editor 	Rebeka Leigh	Ready by Feb. 21 (Leadership Team Meeting Date)
E-Mail Lists	<ul style="list-style-type: none"> • National Conversation List • HOA list • CURG list <li style="padding-left: 20px;"><i>Possible</i> • Land Use/Planning (Smart Growth Summit) list • Civic Organizations • Church list • Volunteer Organization list • EZA Residents & Businesses • Commissioners' lists • Sustainable Tallahassee • NEBA • Green Strategies 		Ready by March 1 Sent by March 7
News Article	Pitch to Democrat, NE and Eastside Chronicle, Capitol Outlook, others	Rebeka	To run March 17-21
Business Section Article in Democrat	Phone Interview w/Jill Buck by Steve Liner, Business Editor	Leigh	Pending
Senior Day Visits	<ul style="list-style-type: none"> • Tues, Feb. 26, Chaires • Wed., March 5, Jake Gaither • Thurs., March 6, Miccosukee • Thurs., March 13, Woodville • Tues., March 18, Ft. Braden • Wed., March 19, Lincoln Center 	Leigh Rebeka Shington	See notes

Board Meeting Visits	Local Government Officials & Staff	Leigh Comm. Thaell	Feb. 25 – March 14
VIP invitations	Government Officials Community Leaders		Sent by Feb. 29
*Newspaper Ads.	<ul style="list-style-type: none"> • Tallahassee Democrat • Capitol Outlook 	Rebeka	Feb. 25 – March 14
Editorial Board Visit	Set up through Mary Ann Lindley		<i>Tentatively March 14</i>
County Link	¾ page, black and white ad. In local section	Rebeka	Printed Tuesday, March 4
<i>In the Loop</i>	Electronic Employee Newsletter	Rebeka	<i>Tentatively Feb. 27</i>
<i>City Pager</i>	City Employee Newsletter	Rebeka	<i>T.B.A.</i>
Web Site Links/ Newsletters	<ul style="list-style-type: none"> • CONA • EDC • Chamber of Commerce • Talgov.com • COCA • Mary Brogan • School Board 	Leigh Rebeka	EDC & Chamber Newsletters Complete Feb. 18-March 28
Utility Bill Inserts	<ul style="list-style-type: none"> • Citizens City of Tallahassee • Talquin Electric 	Leigh	Feb. 25 – March 14
Poster 11 X 17 or larger if needed	<ul style="list-style-type: none"> • All Green Living Expo • Courthouse • Renaissance Center • Libraries 	Rebeka Leigh Shington	March 1
FAMU Green Team	Possibly wave registration fee Contact: LaRae Donnellan	Leigh	March 3
Public Service Announcement	<ul style="list-style-type: none"> • Channel 16 • WCOT • Pitch to local network affiliates 	Comm. Thaell	March 10 - 27
TV/Radio Interviews for Comm. Thaell	<ul style="list-style-type: none"> • WCTV Live at Five • Star 98 Morning Show • WFSU Perspectives • Morning Shows 	Rebeka	March 17-21
News Advisory	Media	Rebeka	March 24
Media Push	Media	Rebeka	March 24-27



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Attachment # 2
Page 3 of 3

***Newspaper Ads**

Currently, there is not enough money in the budget to cover this type of advertising. However, if the revenues come in as anticipated, we would be able to run advertising of this nature.

Tallahassee Democrat

Daily

½ page, full color advertisement in Sunday paper, local section - \$3872

Friday, local section - \$3076

Capitol Outlook

Weekly – Published every Thursday

½ page, full color advertisement, local section - \$1217