

# 2008 Outdoor Expo Draft Media Plan

January 14, 2008

Strategy	Quantities	Distribution Locations	Method of Delivery	Distribution/ Posting DEADLINE	Staff Responsible	Estimated Cost	Index
<b>Flyers</b> 1. Use last year's as a template 2. Finalize 3. Coordinate printing w/ PUBS	<ul style="list-style-type: none"> <li>• 500 ea</li> <li>• 1000</li> <li>• 1000</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• AGFD Regions</li> <li>• Cabela's</li> <li>• Bass Pro</li> <li>• Sportsman's</li> <li>• Ross Outdoors</li> <li>• Churches</li> <li>•</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Hand deliver</li> <li>• Mail w/cover ltr</li> <li>• Pick up</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>				
<b>Posters</b> 1. Use last year's as a template 2. Finalize 3. Coordinate printing w/ PUBS	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• AGFD Regions</li> <li>• Cabela's</li> <li>• Bass Pro</li> <li>• Sportsman's</li> <li>• Ross Outdoors</li> <li>• Churches</li> <li>•</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Hand deliver</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>				
<b>Web page</b> updates—post all media related collateral on Web page 1. Links on stakeholder / partners Web sites							

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<b>Television spots</b> 1. Write script 2. Review existing videos/footage with A/V							
<b>Radio spots</b> 1. Use last year's article as a template 2. Listen to last year's recording 3. 4.							
<b>Article</b> 1. Use last year's article as a template 2. Write article 3. 4.	N/A	<ul style="list-style-type: none"> <li>• Wildlife News</li> <li>• Hunting Highlights</li> <li>• Fishing Report</li> <li>•</li> <li>•</li> <li>•</li> </ul>					
<b>Press releases</b> 1. About program and how it's evolving 2. Issue-based as necessary (proactive and rapid response) 3. Include sending to television, radio and print media 4.		<ul style="list-style-type: none"> <li>• Listserv</li> <li>• Local guides</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>					

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<b>Telephonic recording</b> when customers are placed on hold 1. Issue-based as necessary (proactive and rapid response) 2. 3. 4.							
<b>Informative e-mails/intranet updates</b> to employees (stay consistent; well-informed employees are the voice of the agency)							