  
**2019 BAR Communication/Marketing Timeline:** SEPT 12-15, 2019

**Emails:** **Date Requested Production Date 2022 Production Date**

|  |  |  |  |
| --- | --- | --- | --- |
| Official SVD email | 5/8 | 5/30 | 2/15/2022 |
| Official Invitation email | 7/18 | 8/14 | 7/15/2022 |
| Get excited for BAR email | 8/10 | 8/20 | 08/1/2022 |
| See you soon! | 9/01 | 9/10 | 09/01/2022 |
| Video from Nellis |  | 9/11 |  |

**Print**  **Date Requested Production Date 2022 Production Date**

|  |  |  |  |
| --- | --- | --- | --- |
| EBN Urban Scholars Thank You Post Card | 8/1 | 9/6 | n/a |
| Transportation Car Magnet | 8/12 | 9/6 | 8/30/2022 |
| Conversational Table Tent | N/A | CANCELLED |  |
| Golf Cart Banners | N/A | CANCELLED |  |
| Official SVD Postcard | 5/13 | CANCELLED—couldn’t identify audience list in time | 2/1/2022 |
| Memento with registration (Pop Socket) | 5/17 | 8/2 |  |
| SWAG bags (giveaway) | 6/15 | 8/2 | 8/2/2022 |
| Print Invitation | 6/14 | 09/1 | 6/15/2022 |
| Swag Items | 7/2 | 9/6 | 8/15/2022 |
| T-Shirt through BS | 7/5 | 8/15 | 8/1/2022 |
| Bobcat Store Coffee Stickers | 7/12 | CANCELLED—didn’t reserve space at Front Room | 8/15/2022 |
| 2019 Gala Program | 7/15 | 9/4 | 8/25/2022 |
| Annual Giving Appeal, Direct Mail | 7/18 | CANCELLED |  |
| Tabloid Guide | 7/31 | 9/2 | 8/25/2022 |
| Memorial Wall Banner, Installation | 7/31 | 9/6 | 8/25/2022 |
| EBN Meeting Program | 8/6 | 9/6 | 8/25/2022 |
| Gala Table #s | 8/7 | 9/6 | 8/25/2022 |
| Transportation Easel + Posters | 8/7 | 9/6 | 8/25/2022 |
| Directional Yard Signs | 8/7 | 9/6 | 8/25/2022 |
| Banners | 8/8 | 9/6 | 8/25/2022 |
| Decade Photo Signs | 8/8 | 9/6 | 8/25/2022 |
| Easel Signs (indoor) | 8/8 | 9/6 | 8/25/2022 |

**Social Media**  **Date Requested Production Date 2022 Production Date**

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| --- | --- | --- | --- |
| BAR Event Coverage |  | On Going |  |
| BAR Promotion |  | On Going |  |
| BAR preliminary schedule (FB) |  | 4/15 |  |
| BAR registration live! (FB) |  | 7/24 |  |
| BAR calendar of events (FB) |  | 8/22 |  |
| BAR live event coverage (IG) |  | 9/12 -9/15 |  |
| BAR recap |  | 9/19 |  |
| BAR gala coverage |  | 9/21 |  |

**Multimedia**  **Date Requested Production Date 2022 Production Date**

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| --- | --- | --- | --- |
| BAR promo video | 5/9 | 8/18 |  |
| Trail Blazers Award Video: William (Bill) Allen | 5/13 | 9/6 |  |
| Trail Blazers Video: Alvin Adams | 5/13 | 9/6 |  |
| Event Video/Photo Coverage | 7/17 | 9/12 |  |

**Media/News**  **Date Requested Production Date 2022 Production Date**

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| --- | --- | --- | --- |
| OT News: Announcement |  | 2/20 |  |
| OT News: Preliminary Schedule |  | 4/15 |  |
| OT News: Registration Live |  | 6/26 |  |
| OT News: Preview story |  | 8/19 |  |
| OT News: Recap story |  | 9/19 |  |
| OT News: Gala story |  | 9/19 |  |

**Web** **Date Requested Production Date 2022 Production Date**

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| --- | --- | --- | --- |
| BAR Web Banner on /alumni website |  | 7/13 |  |
| BAR Webpage- info coming soon | N/A | 4/15 |  |
| Jotform for Unofficial Events | 5/17 | 5/31 |  |
| FAQ Pages – Update | N/A | 6/13 |  |
| Luminate Registration Pages | N/A | 6/27 |  |

**Digital Design Date Requested Production Date 2022 Production Date**

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| --- | --- | --- | --- |
| Branding | 3/1 | 3/8/19 |  |
| Email Headers | N/A | 6/6/19 |  |
| Social Media Graphics | 7/2 | 7/15/19 |  |
| Baker Slides (4 versions) | 7/17 | 8/16/19 |  |
| OUAA/BS T-Shirt Slides | 8/15/2019 | 8/22/2019 |  |
| Ohio.edu/Alumni Web Banner | 3/5 | 3/15 |  |
| Gala Power Point Slides + Script | 8/8 | 9/6 |  |