

**Imagine Central Arkansas
Communication Schedule: June/July 2013**

Timeframe	Objective	Social Media	e-Blast	Blog Post	Online Ad	Press Release	Notes
Week of June 3rd	Build anticipation for tool; solicit Hometown Visit and Speakers Bureau engagements.	✓		✓			"Coming soon" timeline slide on the homepage linking to a blog post soliciting requests for Hometown Visits and/or Speakers Bureau engagements.
Week of June 10th	Announce launch of Scenario Tool, next round of outreach. Announce Hosted Visits(?). Drive traffic to the website.	✓	✓	✓		✓	The e-Blast will briefly describe the tool and include Hometown Visit/Speakers Bureau requests. Incentive?
Week of June 17th	Increase exposure.				✓		Arkansas Times Online: permanent ad at the top of the page. Need to put together a nice graphic.
Week of June 17th	Reminder. Continued push for Hometown Visits/Speakers Bureau.	✓		✓			
Week of June. 24th	Push to complete tool.	✓	✓				
Week of July 1st	Final push to complete tool.	✓	✓	✓			
Week of July 8th	Launch Ideascale campaign.	✓		✓			Follow-up to the tool. Need to identify a complementary theme.
Week of July 8th	Look for results soon.	✓		✓			
Week of July 22nd	Announce tool results.	✓	✓	✓		✓	Pending completion of analysis and summary.