






# PR Campaign Proposal

Event	Oct'08					Nov'08				Dec'08					Duration
	29	6	13	20	27	3	10	17	24	1	8	15	22	29	
Promotional Announcements for University Alumni Breakfast on AM radio						7		21							16d
Business Journal Insert						★ 9									1d
University Alumni Breakfast								5am-9am ★ 21							1d
:60 Commercials on FM								23		12					20d
:60 Commercials on AM									2		14				13d
AM radio Private Performance													at Palmer Auditorium ★ 16		1d
"Make Business Sense" direct mail piece						★ 13									1d
Sponsorships on FM radio web pages															61d
Telemarketer employed															55d
3 FM radio office parties										8		15			8d
:60 Commercials on FM radio										3		14			12d