



FY 2020-21 MASTER CALENDAR FOR ALL COMMITTEES

	2020												2021						TOTAL PLANNED	TOTAL PLACED	BUDGET
	July 6 13 20 27	August 3 10 17 24 31	September 7 14 21 28	October 5 12 19 26	November 2 9 16 23 30	December 7 14 21 28	January 4 11 18 25	February 1 8 15 22	March 1 8 15 22 29	April 5 12 19 26 3	May 10 17 24 31	June 7 14 21 28									
askHRgreen																					
SEM																					
WTKR	[Green bar]												[Green bar]								
"Ask" Social Media Brand Awareness Campaign	[Green bar]												[Green bar]						\$20,000		
E-newsletter	[Green bar]		[Green bar]		[Green bar]		[Green bar]		[Green bar]		[Green bar]										
STORMWATER																					
Lawncare (P/U) 2020: 09.28 - 10.04 Digital OTHER				[Purple bar]												\$9,000					
Pet Waste (P/U) 2021: 06.07 - 06.13 Radio Digital													[Purple bar]			\$9,000					
RECYCLING AND BEAUTIFICATION																					
America Recycles Day (NEW PROGRAM/CREATIVE) 2020: 11.15 PR+ No paid media					[Orange bar]																
Team Up 2 Clean Up / Great American Cleanup (P/U) 2020: 09.18 - 09.19 PR No paid media			[Orange bar]																		
Big Butts / Cigarette Litter Prevention (NEW) 2020/21: ??? PR+ No paid media																					
WATER AWARENESS																					
Imagine a Day Without Water (P/U + NEW CREATIVE) 2020: 10.19 - 10.25 Radio Digital				[Blue bar]												\$9,000					
Fix A Leak (P/U) 2021: 03.15 - 03.21 Radio Digital								[Blue bar]								\$9,000					
Value of Water / Drinking Water Week (NEW CREATIVE) 2021: 05.03 - 05.09 Radio Digital										[Blue bar]						\$9,000					
FOG																					
Holiday "Grease Grinch" (P/U) 2020: 11.23 - 12.06 Radio Digital					[Yellow bar]											\$15,000					
What Not To Flush (P/U) 2021: 02.?? - 02.?? Radio Digital								[Yellow bar]						[Yellow bar]		\$15,000					
																\$95,000					

Attachment 3

CTV (Connected TV) is any TV set that is integrated with the internet (SmartTV, BlueRay, gaming consoles, Apple TV, Roku). Advertisers can target by geography, Channel and dayparts This is not available on mobile or tablet...only through TV-connected devices. It is recommended that more than one spot rotate. Frequency is very high.

OTT (Over the Top) is the delivery TV content via the internet, without requiring users to subscribe to cable or satellite. These are the cord cutters and includes all devices- desktop, mobile, tablet and connected TV. Advertisers can create a daily cap per device, dayparting is available. This does not include subscription based services (Netflix, Hulu, Amazon). It is suggested that several spots rotate due to high frequency.



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	2020												2021						TOTAL	TOTAL	BUDGET																																		
Monday Start	July			August			September			October			November			December			January			February			March			April			May			June			PLANNED	PLACED																	
	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28			

FEP - Full Episode Content