



FY 2020-21 MASTER CALENDAR FOR ALL COMMITTEES

	2020												2021												TOTAL PLANNED	TOTAL PLACED	BUDGET																									
	July	August	September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June																												
Monday Start	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
<b>askHRgreen</b>																																																				
<b>SEM</b>																																																				
WTKR																														\$20,000	\$20,000																					
"Ask" Social Media Brand Awareness Campaign																														\$20,000	\$20,000																					
E-newsletter																																																				
<b>STORMWATER</b>																																																				
Lawncare (P/U) 2020: 09.28 - 10.04 Television Part of umbrella campaign Digital Radio Estimated three-station buy	A25-54																														\$9,000	\$750	\$3,500	\$4,750																		
Pet Waste (P/U) 2021: 06.07 - 06.13 Television Part of umbrella campaign Digital Radio Estimated two-station buy	A25-54																														\$9,000	\$3,550	\$2,450	\$3,000																		
<b>RECYCLING AND BEAUTIFICATION</b>																																																				
America Recycles Day (NEW PROGRAM/CREATIVE) 2020: 11.15 PR+ No paid media	A25-54																																																			
Team Up 2 Clean Up / Great American Cleanup (P/U) 2020: 09.18 - 09.19 PR No paid media	A25+																																																			
Big Butts / Cigarette Litter Prevention (NEW) 2020/21: ??? PR+ No paid media																																																				
<b>WATER AWARENESS</b>																																																				
Imagine a Day Without Water (P/U + NEW CREATIVE) 2020: 10.19 - 10.25 Television Part of umbrella campaign Digital Radio Estimated two-station buy	A25-54																														\$9,000	\$3,550	\$2,450	\$3,000																		
Fix A Leak (P/U) 2021: 03.15 - 03.21 Television Part of umbrella campaign Digital Radio Estimated two-station buy	A25-54																														\$9,000	\$750	\$3,500	\$4,750																		
Value of Water / Drinking Water Week (NEW CREATIVE) 2021: 05.03 - 05.09 Television Part of umbrella campaign Digital Radio Estimated two-station buy	A25-54																														\$9,000	\$3,550	\$2,450	\$3,000																		
<b>FOG</b>																																																				
Holiday "Grease Grinch" (P/U) 2020: 11.23 - 12.06 Television Part of umbrella campaign Digital Radio Estimated four-station buy	A25-54																														\$15,000	\$3,925	\$3,750	\$7,325																		
What Not To Flush (P/U) 2021: 02.?? - 02.?? Television Part of umbrella campaign Digital Radio Estimated four-station buy	W25-54																														\$15,000	\$3,925	\$3,750	\$7,325																		

Attachment 3



**FY 2020-21 MASTER CALENDAR FOR ALL COMMITTEES**

	2020												2021												TOTAL PLANNED	TOTAL PLACED	BUDGET																												
	July	August			September			October			November			December			January	February			March			April				May			June																								
Monday Start	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			

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.

FEP - Full Episode Content

\$115,000 \$115,000