

**2007 Blueprint Outreach Strategies
March-May Timeline**

| Task | March 2007 | April 2007 | May 2007 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|-------------------|-----------------|
| Blueprint Roundtable member participation surveys | X | | |
| CSUF Marketing Student recommendations | X | X | X |
| PowerPoint presentation | X | | |
| Speakers Bureau—simple messages with a prepared presentation | | | X |
| Schedule speaking engagements for Speakers Bureau | | | X |
| Email tree—continued development | X | X | X |
| Online blogs/calendars | X | X | X |
| School System participation—KART, CSUF, Fresno City College, Business Colleges. Through class participation, cultural affiliations, campus radio stations | X | X | X |
| Website expansion | X | X | X |
| Identify preplanned events in summer and fall | X | X | X |
| Media participation: Radio PSA requests to KJWL, KMJ. Continue trying to get on-air interviews on morning news programs. | | | X |
| Identify cultural organizations and appropriate contacts. Make preparations to outreach now, in anticipation of the scenarios. | X | X | X |
| Continue one-on-one meetings with rural/cultural/magazine publications | | | X |
| “What’s New” email communications | X | X | X |
| COG Outlook Newsletter (4,000) | X | X | |