SU Climate Study Marketing Timeline 2018-19

**September 2018**
- Carlesha - Slate interview
- Arrange interviews with WSYC & SUTV.
- Finalize securing incentives

**October 2018**
- Pre-Fall Break (prior to Friday, Oct. 12)
  - Carlesha’s interview runs in Slate
  - CSWG members participate in stories or interviews SUTV & WSYC
  - Set up info table in CUB
  - Create & finalize messaging to include launch of website and CSWG letter email also announcing incentives.
- Post-Fall Break (after Tuesday, Oct. 16)
  - T-shirt giveaway promo launch
  - Advertise kick off speaker
  - Info table in CUB
  - Disseminate promotional material on campus to include table tents.
  - Create slide for LPAC marquee

**October 2018 (continued)**
- Monday, October 22 - Kick off event with Dr. Rupert Nacoste.
- Tuesday, October 23 - Launch Climate Survey (4 [four] complete survey)

**November 2018**
- ShipSpeaks t-shirt giveaway
  - Continuing promos
  - Tables and laptops at Reisners with candy incentive (maybe four times)
  - Tables and laptops at the CUB with incentives
- Tuesday, November 20 - Last day of survey
  - Monitor influx of surveys completed to determine if we need to implement contingency incentives or extend completion deadline

**Spring 2019**
- Results Presentations with University audiences and community members (Date/Time TBD)