

## Multiplatform strategy for standardized BL license rollout

	week 1 (internal/family)	week 2 (wider internal/family)	week 3 (external)
uptown	March issue hits w/article about the form (members, media, legislators, etc 5000+ copies)	March issue linked in UU	
Uptown online	article posted with link to form		
Uptown update	blurb that includes link to form and online uptown article and background articles	blurb that includes link to form and online uptown article and background articles	blurb that includes link to form and online uptown article and background articles
website	form live, link to BLOA page and old Uptown articles -- swirly	swirly	swirly - CMB mag posted on website with article a/b the form
FSM	distributing form and Uptown article	distributing form and Uptown article	distributing form and Uptown article
BLOA listserve	email w/link to form, Uptown article		email with link to any news articles that are generatated
Managers/MFOCTA	email w/link to form, Uptown article		
blog		post w/ link to Uptown article, form and BLOA site, DITL article on BL officials	include any news stories in Friday rewind
archived uptown articles		linked in blog post	linked in press release and SCEDA post
chamber mag			magazine mailed that includes article about the form - blurb at the end sending readers to the Uptown story
SDEDA blog			guest blog post that links to our blog post from last week
FB/Twitter	post on both linking to Uptown article	blog post posted on both	release, SCEDA blog and chamber mag posted on both thru the week - tag other orgs
press release			posted on websie with links to form, uptown article, BLOA page and archived articles
CMB mag			SC Biz released that includes CMB article about the form - letters to key influecners and legislators - also add letters to homebuilders, etc with info about the form

other outreach			letter to interested parties with uptown, CMB, form   get link in enewsletters like McKay blast etc
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