

Media Timeline 2021

Submitted by Melanie Kosaka
First Daughter Mediaworks, Inc.
Revised 8/16/2021

Annotated 9/30/21 (in RED)

Annotated with TOC Timeline Items 10/12/21 (in BLUE)

Submitted by Melanie Kosaka
First Daughter Mediaworks, Inc.

Sept 2021

Press Kit

News Release 8/23 topic selected, 8/27 draft for review)

Fact Sheet

Thought Starter Topics

Distribution and pitches to media

- **Press Kit** (moved to October – waiting on decision regarding 2022 Shade Tree Commission announcement)
- Coordinated with media on Christine Snyder requests

Greenleaf newsletter – FDM to provide suggestions on new format, topics areas and integration with social channels and website.

- Completed NL template design
- Worked w/TOC on topics and ideas re. NL content
- Organized workflow to coordinate linking NL content w/TOC website posts
- NL sent on 9/30

Sept 2021

Social Content in collaboration with social media coordinator set content calendar for Q4 2021

Greenleaf newsletter - create and distribute

Sept 7, content due

Sept 28, newsletter sent

News release distribution (as needed, contingent on issues or events)

October 2021

Press Kit (moved from September)

News Release 8/23 topic selected, 8/27 draft for review)

Fact Sheet

Thought Starter Topics

Greenleaf newsletter - create and distribute

October 5, content due

October 26, newsletter sent

News release distribution (as needed, contingent on issues or events)

Year-End Donor Appeal - start planning [year-end donor appeal](#) campaign and event integrated with social channels and Greenleaf .

Planned Giving Appeal - collect info for Planned Giving Appeal mailing (Includes cover letter, flier, why give, return card, etc - almost done); collect info for **Bequest Information Packet** to be sent to those that request Info (includes some of the things In Planned Giving Appeal mailings - almost done);

November 2021

Greenleaf newsletter - create and distribute

November 9, content due

November 30 newsletter sent

News release distribution (as needed, contingent on issues or events)

Social Content in collaboration with social media coordinator set content calendar for Q1 2022

November XX - **Planned Giving Appeal** to be mailed out

Dec 2021

Greenleaf newsletter - create and distribute

December 5, content due

December 12, newsletter sent

News release – 5 ways to keep Hawaii green in 2022

Holiday Giving – execution of holiday giving campaign/appeal

January 2022

Greenleaf newsletter - create and distribute

January 7, content due

January 20, newsletter sent

News release media pitches on Hawaii's green future or TBD

December XX - **Year-End Donor Appeal** to be mailed out

Planning for 2022