LET'S GO!
July 2009 - June 2010
FY10 Media Plan Timeline

	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10
Television			**Sugar Sweetened Drinks**				**Frozen/Canned F&V Campaign**			**New Physical Activity Campaign**		
Banner Ads			**Sugar Sweetened Drinks**				**Frozen/Canned F&V Campaign**			**New Physical Activity Campaign**		
Community Signs												
Cinema	**Water Campaign**											
Web site	**Water Campaign**		**Sugar Sweetened Drinks**			**Frozen/Canned F&V Campaign**				**New Physical Activity Campaign**		
E-News Highlights			**Sugar Sweetened Campaign**			**Frozen & Canned**			**New PA Campaign**			**Summer Campaign TBD**
Earned Media (Press Releases)	Importance of H2O - EMW	Trails Mini Grants Update - EMW	Evaluation Data Report/Healthcare (NA)	School Update - HK & EM		Active in Winter - HK/NA			School Symposium - HK			
*Featured Schools sent out via Press Release	08-09 Update **7/22/09**											
Other Topics: School Nutrition, Food Service Toolkit, Vendor Show (NA), Gorham Mini Grant												