**Marketing‌ ‌Requirements‌ ‌-‌ ‌Producer‌ ‌Reference‌ ‌**

Add‌ ‌notes‌ ‌about‌ ‌process‌ ‌for‌ ‌planning‌ ‌and‌ ‌implementing‌ ‌ ‌

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| --- | --- | --- | --- | --- | --- |
| **Description‌ ‌** | **Details‌ ‌** | **Target‌ ‌Date‌ ‌** | **Budget‌ ‌** | **Lead‌ ‌** | * **‌** |
| **Artwork‌ ‌** | ‌ | ‌ | ‌ | ‌ | ‌ |
| **Posters‌ ‌** | ‌ | ‌ | ‌ | ‌ | ‌ |
| **Program‌ ‌** | ‌ | ‌ | ‌ | ‌ | ‌ |
| **OSLT‌ ‌Website‌ ‌** | ‌ | ‌ | ‌ | ‌ | ‌ |
| **OSLT‌ ‌**  **Facebook‌ ‌** | ‌ | ‌ | ‌ | ‌ | ‌ |
| **OSLT‌ ‌**  **Instagram‌ ‌** | ‌ | ‌ | ‌ | ‌ | ‌ |
| **OSLT‌ ‌YouTube‌ ‌** | ‌ | ‌ | ‌ | ‌ | ‌ |
| **Other‌ ‌Web‌ ‌** | ‌ | ‌ | ‌ | ‌ | ‌ |
| **Community‌ ‌**  **Events‌ ‌Pages‌ ‌** | ‌ | ‌ | ‌ | ‌ | ‌ |

**Marketing‌ ‌Requirements‌ ‌-‌ ‌Producer‌ ‌Reference‌ ‌**

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| --- | --- | --- | --- | --- | --- |
| **Press‌ ‌Release‌ ‌** | ‌ | ‌ | ‌ | ‌ | ‌ |
| **Radio‌ ‌** | ‌ | ‌ | ‌ | ‌ | ‌ |
| **Interviews‌ ‌** | ‌ | ‌ | ‌ | ‌ | ‌ |
| **Other‌ ‌Print‌ ‌** | ‌ | ‌ | ‌ | ‌ | ‌ |
| **Merchandise/‌ ‌**  **Swag‌ ‌** | ‌ | ‌ | ‌ | ‌ | ‌ |
| **Marquee‌ ‌** | ‌ | ‌ | ‌ | ‌ | ‌ |
| **OSLT‌ ‌**  **Database‌ ‌** | ‌ | ‌ | ‌ | ‌ | ‌ |
| **Other‌ ‌** | ‌ | ‌ | ‌ | ‌ | ‌ |

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