

## Sample Heritage Month Marketing Plan

Below is a Sample Heritage Month marketing plan, created to help you think of new ways to reach existing and potential viewers.

### Television

- Cross-promote Heritage Month on each related program promo
- Produce and rotate five profiles of local heroes (minimum of 50 announcements during the specific heritage month)
- Air sponsor thank you announcement following heritage celebration (minimum of 30 announcements during the specific heritage month)
- Adapt profiles to present at event

### Radio

- Run radio announcements if trade or sponsorship support is available
- Schedule radio interviews to promote the Heritage Month

### Online

- Design online component describing the celebration, related programs and honorees chosen

### Print

- Create mailing list for event
- Design, print and mail Save the Date card and invitations
- Write Media Advisory
- Write English and additional language versions of Press Release
- Create and design program for event
- Develop honoree award remarks for event
- Create and design program and resource guide

### Other

- Prepare gift bags filled with station and sponsor related items for honorees