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| **Initiatives** | **JAN** | **FEB** | **MARCH** | **APRIL** | **MAY** | **JUNE** | **JULY** | **AUG** | **SEPT** | **OCT** | **NOV** | **DEC** |
| **TV** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Radio** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Google AdWords** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Internet Ads** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Newspaper** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Social Media *(Which Platforms)*** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Sponsorships** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Public Relations**  ***(Specifically what?)*** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Add to this list below** |  |  |  |  |  |  |  |  |  |  |  |  |
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