|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| DAY | MONTH | DATE | PROMO | EVENT |
| FRI | SEP | 5 | **NOW** | FIRST SHOWS AIR |
| *SAT* | *SEP* | *27* | ***NOW*** | *IBS CHICAGO CONVENTION* |
| FRI | OCT | 3 | **NOW** | JOCKTOBER BEGINS |
| THU | OCT | 9 | **NOW** | PULSE PARTNER DINNER |
| *THU-SAT* | *OCT* | *23,24,25* | ***NOW*** | *CBI SEATTLE CONVENTION* |
| WED | OCT | 29 | 9/17 | FRESHMAN TOURS BEGIN |
| WED-SAT | OCT-NOV | 29,30,31,1 | 9/17 | HALLOWEEN SPECIAL |
| FRI | DEC | 12 | 10/30 | CHRISTMAS SHOWS BEGIN |
| FRI | JAN | 23 | 12/12 | FIRST 2ND SEMESTER SHOWS AIR |
| FRI | FEB | 6 | 12/19 | FEBRUARY FEVER BEGINS |
| *FRI-SUN* | *MAR* | *6,7,8* | *1/9* | *IBS CONVENTION, NYC* |
| FRI-SAT | APR | 17,18 | 3/6 | 3RD ANNUAL 24-HOUR BROADCAST |
| WED | APR | 22 | 3/11 | HIGH SCHOOL RADIO DAY |
| THU | MAY | 7 | 3/26 | 1ST ANNUAL PULSE AWARDS |

1. We will nominate and choose a leader for each event.
2. Event promotion starts six weeks in advance of event.
3. The leader will choose a team of 2-3 others to work on the event as a committee.
4. The leader will communicate with the other senior class event communicator.
5. The committee will construct a list of detailed needs for the event, how it specifically plans to meet those needs, and a plan for following it out, including assignments for all committee members, and how any purchases will be paid for. Note: All fundraisers must be approved by administration.
6. Each event committee will submit for approval a list of promotional activities for the event, divided by week, which includes on-air, off-air, and online elements of promotion.
7. Each event committee will submit for approval a sales package for potential sponsors, including 3 levels of sponsorship opportunities, including on-air, off-air and online possibilities.
8. Convention event committees should research prices and itinerary possibilities for group travel.
9. Each event committee will submit a weekly update during the six-week promotion period.
10. Event committees will submit a summary report after the event.