



**2002 Partner Marketing Plan**

Tuesday, June 04, 2002

Academy of Sciences, Arts and Letters

<p>Events:</p> <ul style="list-style-type: none"> <li>• Weekly Lecture Series at Overture Gallery (2004)</li> </ul>	<p>Publications:</p> <ul style="list-style-type: none"> <li>• Academy Review: chat schedule</li> </ul>
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Wisconsin Arts Board

<p>Events:</p> <ul style="list-style-type: none"> <li>• Arts Education Conference</li> <li>• Governor's Conference on Tourism</li> <li>• Statewide Town Meetings</li> <li>• Library Workshop</li> <li>• America for the Arts Conference, Nashville in June</li> </ul>	<p>Publications:</p> <ul style="list-style-type: none"> <li>• Public service announcements in Playbills/theatre programs</li> <li>• Wisconsin Arts News daily e-newsletter</li> <li>• Bookmarks to museums and other locations</li> </ul>
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Wisconsin Historical Society

<p>Events:</p> <ul style="list-style-type: none"> <li>• Historic Preservation Week</li> <li>• Historical Society Staff Meeting</li> <li>• Wisconsin History Day State Event on April 27</li> <li>• WHS History Fair</li> </ul>	<p>Publications:</p> <ul style="list-style-type: none"> <li>• Columns Newsletter, Spring 2002</li> <li>• Bookmarks and postcards</li> </ul>
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Wisconsin Humanities Council

<p>Events:</p> <ul style="list-style-type: none"> <li>• Book Festival on Oct. 11</li> </ul>	<p>Publications:</p> <ul style="list-style-type: none"> <li>• Perspectives Newsletter, Spring 2002</li> <li>• Bookmarks to Board and for the Book Festival</li> </ul>
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Wisconsin Public Radio

<p>Events:</p> <ul style="list-style-type: none"> <li>• On-air generic promos</li> <li>• Weekly on-air promos for chats</li> <li>• Meeting with Regional Managers</li> <li>• Radio Staff Meeting</li> </ul>	<p>Publications:</p> <ul style="list-style-type: none"> <li>• Resonance Newsletter (ongoing)</li> <li>• Soundings Newsletter (ongoing)</li> </ul>
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## Wisconsin Public Television

<p>Events:</p> <ul style="list-style-type: none"> <li>• Madison Civic Club: business cards/ February</li> <li>• Art and Antique Auction Display on May 22</li> <li>• Digital Television Special Event on May 15</li> </ul>	<p>Publications:</p> <ul style="list-style-type: none"> <li>• Airwaves Program Guide: various articles in June and July issues</li> <li>• Press releases for chats</li> <li>• WPT e-newsletters</li> <li>• On-air promotion</li> <li>• Voiceover on WPT program credits (vocas) weekly</li> <li>• Postcards to viewers interested in culture and arts (3500)</li> </ul>
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## University of Wisconsin-Extension Cont. Ed.

<p>Events:</p> <ul style="list-style-type: none"> <li>• Public Information Officers meeting on May 2, 2002</li> <li>• Build Wisconsin Conference, Jan. 29, 2003</li> <li>• CECC meetings in March, May, July, October and December</li> </ul>	<p>Publications:</p> <ul style="list-style-type: none"> <li>• South Central Libraries mailing</li> <li>• Bookmarks</li> </ul>
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## Portal Wisconsin

<p>Events:</p> <ul style="list-style-type: none"> <li>• Local and National presentations              PBS/NPR Online Summit Feb. 2002              UWEX Academic Staff Council              Arts Day at the Capitol              UW Systemwide Extension Council              Evolving the Links Conference March 2002              WI Resources for Educators (WIRED)              NPR Annual meeting May 2002              PBS Annual Meeting June 2002              PBS Development Conference              Governor's Arts Awards Conference              CES All Staff Conference              PBS Technology Conference              Wisconsin Libraries Services Conference              Outreach Scholarship Conference</li> <li>• Database training sessions (ongoing)</li> </ul>	<p>Publications:</p> <ul style="list-style-type: none"> <li>• CURRENT advertisement and article</li> <li>• Jsonline.com advertisement</li> <li>• Various Newspaper articles and advertising</li> <li>• Wisconsin Libraries Association Directory</li> <li>• Wisconsin Trails Magazine</li> <li>• Additional Post Cards</li> <li>• Brochures to tourism centers</li> <li>• Bookmarks to Libraries</li> <li>• E-newsletters to portal users</li> </ul>
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