

SOUND EXPRESSIONS DJ ENTERTAINMENT
PUBLIC RELATIONS CAMPAIGN

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EXECUTIVE SUMMARY

Sound Expressions DJ Entertainment (SEDJ) was founded in 2005. It offers Mobile DJ services in Southern California, primarily from hosting wedding receptions. SEDJ averages one to three events per month, but there are times where it has no clients for several months. This is due, in part, because most of its business is not repeat business; therefore SEDJ has to constantly look for new leads. Primary and secondary research identified the target audience and provided insights into their wants and needs, and determined how to best facilitate the achievement of SEDJ's business goals and objectives. A one-year integrated marketing campaign began on June 1, 2015 and will be completed on May 31, 2016. The campaign's goals are to increase SEDJ's brand awareness and develop and nurture customer relationships. During the course of the campaign, the following objectives are expected: 120 website visitors, 36 new Pinterest followers, 12 new customers, and a 10% increase in Facebook shares. The following six strategies will be employed to achieve these goals and objectives: a website redesign, a Pinterest contest, a social media plan, a refer-a-friend program, local Facebook advertising, and local outreach. In short, the campaign will seek to achieve this result for many future brides, "SEDJ is #MusicToMyEars." To evaluate the success of the campaign, each objective will be measured monthly. If necessary, adjustments will be made in order to accomplish the goals and objectives.

SITUATION ANALYSIS

Client Organization Background, Mission, and Values

Chris Allison founded SEDJ in 2005. Initially, SEDJ provided Mobile DJ services only. It has since broadened its offerings to include lighting, karaoke, and a photo booth. The bulk (85%) of SEDJ's business is derived from hosting wedding receptions. It also provides birthday parties, corporate parties, and school dances.

The company currently serves a large part of Southern California, including all of Orange County, a large part of Los Angeles, Riverside, and San Diego counties. SEDJ was born out of Mr. Allison's passion for music since he was a child. It took the right timing and resources to make his dream a reality: getting to use his voice, personality, and passion for music, and to create an atmosphere for people to have a great time.

SEDJ's mission statement is: To provide the highest quality, yet most affordable musical entertainment for our clients. SEDJ's value statement is: We believe in providing the greatest amount of personal service and professionalism to our clients, resulting in the most memorable experience for them. We are also committed to the highest level of integrity and honesty in all that we do.

Communication Analysis: Current Situation

SEDJ averages one to three events per month, but there are times where it has no clients for several months. This is due, in part, because most of SEDJ's business is not repeat business; therefore it has to constantly look for new leads. SEDJ currently receives leads via word of mouth from existing clients, from one wedding planner, and from other DJ's/entertainers.

Another reason for its sporadic business is because SEDJ does not have a consistent relationship with its target audience. The company has a website, as well as Facebook and Twitter pages, but little to no activity occurs.

At this point, it is difficult to determine what SEDJ's image and reputation is. When asked about this, Mr. Allison replied, "I believe I provide a quality service, although it's not possible to always please everyone. I'm honestly not sure what my reputation is. I go by what clients will tell me after an event has ended."

Current and recent public relations efforts are as follows. SEDJ has built relationships with several DJ's who periodically need SEDJ's help sub-contracting an event for them. Recently, SEDJ reached out to an event planner that is new to the business, and SEDJ is now on its preferred vendor list. SEDJ promotes themselves at its events in a several ways: it utilizes a vertical banner (except at weddings) that includes a QR code. SEDJ also provides business cards at every event. When people come up to ask for a song request, Mr. Allison is able to better interact with them and build a quick relationship.

SEDJ has tried utilizing LivingSocial.com during slow times of year, but after all was said and done, even after offering steep discounts, this avenue yielded no responses. SEDJ recently added a photo booth to its services, which according to Mr. Allison is also helpful in promoting his DJ business. Software programs exist that allow guests to instantly upload their pictures to a desired social media profile, but it is not something that SEDJ is currently offering. SEDJ's current online communication channels include:

1. **Company website-** SoundExpressionsDJ.com

2. **Company Facebook pages-** SEDJ's original business page has 122 Likes. All Likes were gained by sending out invites to friends. SEDJ also has a second business page, which has 178 Likes. Most of these Likes were achieved from Mr. Allison's girlfriend's friends. When asked which Facebook page he prefers, Mr. Allison said he prefers the original Facebook page. After speaking with him that having two pages for his business could be confusing to the public, he understands that the second page needs to be deleted.
3. **Pinterest page-** SEDJ currently has 9 followers.
4. **Twitter page-** this is Mr. Allison's personal site. He does not have a Twitter page for SEDJ. The page currently has 13 tweets; he's following 13 people, and has 17 followers.
5. **YouTube page-** 5 videos have been created from one to five years ago.
6. **Yelp page-** SEDJ currently has no reviews.

SEDJ's message is represented from its slogan that uses the first two words of its name, Sound Expressions: "We Bring The Sound, You Bring The Expression." This slogan appears on SEDJ's banner and business card. However, it is not on any of SEDJ's online sites. The slogan is catchy and appeals to the audience emotionally regarding their ability to express themselves. However, it doesn't capture SEDJ's Unique Selling Proposition (USP). A new slogan has been created that captures its USP, which will be covered later in the paper.

Problem and Opportunity Statement

According to Mr. Allison "my social media presence and website have done nothing to garner me any business." It is clear that SEDJ suffers from lackluster

business, and one of the reasons why is due to inconsistent and almost non-existent communications with the public. Simply having a website and posting once a month to its Facebook page does not create business or brand awareness. SEDJ is not alone in this regard. Many small businesses just like SEDJ expect business to pour in once these digital elements are created.

Mr. Allison realizes that SEDJ's current situation will not allow him to realize his dream to become a full-time DJ. That is why he reached out to us after we created a Facebook post that offered to assist companies in developing a public relations campaign.

A summary of SEDJ's problems include:

1. The website design needs improvement and no content is being produced from it. This limits brand awareness as well as website traffic, and thus new business.
2. Company logos are inconsistent across the website and Facebook pages, causing brand awareness problems.
3. Online channels have inconsistent names, which makes it hard to promote brand awareness, and difficult for the public to remember.
4. There is no social media consistency regarding regularly scheduled content, nor does it provide consistent messages. This affects possible new customers and brand awareness.
5. SEDJ has two business Facebook pages, which creates confusion and limits business.
6. SEDJ does not receive enough leads.

7. SEDJ is not leveraging existing clients to the fullest extent. Mr. Allison does not keep a database of client emails in order to follow-up with them to assist with referrals. However, he does ask clients to Like his Facebook page.
8. Little to no local outreach activity takes place.

Mr. Allison was asked what his goals are for SEDJ. He said: 1) developing a strong website that will generate steady leads from the local service area, 2) providing a consistent social media presence, 3) finding strategic ways to draw prospects to its pages, and 4) building relationships with industry partners such as event planners, so that SEDJ will realize a steady flow of leads in order to provide more business.

RESEARCH PLAN

Secondary Research Report

In order to provide sound recommendations to SEDJ regarding the campaign, secondary research was conducted in three areas: target audience, the DJ profession, and social media.

Target Audience

Age Range. One of the reasons that the age range of 25-34 years of age was selected is that according to Barkhorn (2013), the average age for women in the U.S. to get married for the first time is 27 years old. This finding is important because weddings represent SEDJ's core business (85%). A ten-year range was chosen because Flynn notes that both the media that are used to reach the audience, as well as the messaging varies greatly with age. "When you narrow your focus, you broaden your base" (Flynn, n.d.).

Gender. The target audience is female. Women have been selected for three reasons: 1) Mr. Allison explained that most of his clients have been women, 2) according to Clark (2014), women drive social media much more than men, and 3) women are four times likelier than men to be Pinterest users (Duggan, 2013). Since social media and sharing content go hand in hand, creating content that encourages sharing will be a crucial factor in increasing awareness for SEDJ.

Geographic Area. SEDJ currently serves the following counties in southern California: Orange, Los Angeles, Riverside, and San Diego. Narrowing the geography area in which to serve the target audience will help with SEDJ's campaign focus. Research began in Orange County where SEDJ is located. We sought to determine

how many people reside in Orange County that fall within SEDJ's target audience, and then compared that to the number of DJ's in the same area to acquire an idea what opportunities exist per DJ. As of the 2000 census, there were 462,244 females age 25-34 who lived in Orange County, which represents 16.2 % of the population (American FactFinder, n.d.). A search for the number of DJ's in Orange County per the EBSCO Host database proved to be fruitless. It was determined that this line of questioning is irrelevant, since a half million prospects is a goldmine, regardless of how many DJ's work in the region. Zeroing in on Orange County will also help with finding local Facebook fans since SEDJ's business is local (Linwright, 2014). It could also prove useful for SEO purposes by conducting search terms such as "OC DJ" or "Orange County DJ."

The DJ Profession

DJ Selection Criteria. According to McMichael (2009), "finding the right DJ can transform your event into a true experience, a set of memories that your guests and your clients will enjoy forever. Be sure to reflect on the 'Three Ps' - preparation, professionalism and presence - when looking for a professional disc jockey." As noted earlier, since SEDJ is priced below the competition, this is one of the three 'Ps.' Also, it has been decided to use the word personal instead of prepared for the simple reason that we believe it resonates better with women. Furthermore, being prepared is a component of professionalism. Therefore, the 'Three Ps' will be Personal touch, Professional service, and Priced right.

Generate Leads. Padovani (2011) points out that "It's a lot easier to build on something that's already working for you than it is to try something totally new" (para. 8).

Just as Chris has explained that most of his business comes from “word of mouth,” Padovani agreed that most wedding professionals had the same answer. Therefore, a referral program of former brides could be very effective.

Social Media

Channel Preference. According to Clifford (2014), women use Facebook, Tumblr, Pinterest, Instagram, LinkedIn, and Twitter in descending order of frequency.

Sharing Motivators. Libert states that there are three elements that all viral content has in common: positive feelings, emotional complexity, and the element of surprise. “There was a significant correlation between the number of content views and the number of positive feelings (such as joy, interest, anticipation, and trust) reported by study participants. This suggests that generating positive feelings is a key step in garnering initial views” (para. 10 Libert, 2014). Kelsey claims that these findings hold true regardless of age and gender.

Promiscuous Content. According to Chersonson (2013), “For marketers and professional communicators, hash tags are potent tools for boosting a campaign’s online visibility and have the potential to sync multi-platform social media and traditional media programs. It could prove – at least for now – to be the ideal means of bridging all social media platforms” (para. 3).

SWOT Analysis

Strengths

SEDJ provides high quality DJ services, yet at an affordable price. These two features are often mutually exclusive, but SEDJ puts his clients first. They benefit by enjoying the best of both worlds.

For future brides, SEDJ is “music to my ears.” The welcome news that sets SEDJ apart are Personal touch, Professional service, and Priced right. As stated earlier, these qualities are called the ‘Three P’s.’

- Personal touch- makes the future bride feel special. SEDJ spends time with her, making sure that she is instrumental in selecting the playlist. It also books only one wedding per day, so the bride-to-be never feels rushed.
- Professional service- the future bride can rest assured that SEDJ will be on time and prepared for her special day. The wedding day is stressful enough without worrying about the DJ’s performance.
- Priced right- SEDJ’s services are of high quality yet affordable. Average wedding DJ cost is \$1000, while SEDJ’s is only \$800.

Weaknesses

SEDJ does not have a proactive strategy for growth. It lacks a formal way to leverage its existing customers in order to influence new customers. SEDJ has not targeted a specific audience for their public relations efforts. It also lacks the ability to create content on its website, nor does it allow prospects to book an event on its website.

Opportunities

SEDJ has so much potential despite being in a very competitive industry. Per the Integrated Marketing Communications plan, we will assist SEDJ in creating the following content/ strategies that will be used to generate buzz and increase customers: website redesign, blogs, customer videos, a Pinterest contest, a Refer-a-Friend program, local Facebook ads, Facebook and Twitter posts, press releases, media and local outreach.

Threats

One of the largest threats that SEDJ faces is to continue to be primarily reactive in nature. Business as usual will not improve its business. Another threat posed to SEDJ would be that it doesn't make the time or put in the required effort to implement the recommendations.

Publics and Stakeholders

All organizations have constituencies or stakeholders, whether the company is small, as in SEDJ's case, or large like GM. Stakeholders play a key role in determining reputation, because they shape a company's image. In addition, "corporate brand equity exists when constituencies hold strong, favorable, and unique associations about the corporate brand in memory" (Argenti & Druckemiller, 2004, p.1).

Since SEDJ's headcount currently consists of Mr. Allison alone, employees are not part of SEDJ's stakeholders. The same holds true for shareholders and investors. SEDJ's constituencies consist of existing customers, prospective customers, DJ companies that subcontract to SEDJ, and wedding planners that SEDJ has partnerships with.

Primary Research Plan

In order to make sound recommendations to SEDJ regarding the campaign, two types of primary research were conducted: quantitative and qualitative.

Quantitative Research

In studying the effectiveness of online surveys for women ages 23-33, primary research was conducted using this vehicle. Fenner (2012) stated that "recruitment of young people for health research by traditional methods has become more expensive

and challenging over recent decades. The Internet presents an opportunity for innovative recruitment modalities” (para. 1).

The online survey was designed and conducted on SurveyMonkey.com’s website and was limited to eight questions due to restrictions of the free version. The survey ran for ten days from December 3, 2014 through December 12, 2014.

Participants were solicited via Facebook from SEDJ’s original page, as well as from Mr. Allison’s personal page. After receiving no replies, SEDJ sent the survey request via Facebook Messaging. In all, 346 fans were reached: 71 from the SEDJ page, and 275 from Mr. Allison’s personal page. In order to incentivize the audience, the invitation included a chance to win a \$10 Starbucks gift card for those who provided their contact information. The survey questions fell into four categories: social media usage preferences, DJ selection preferences, Pinterest contest participation, and local Facebook ad participation.

Qualitative Research

The purpose of the qualitative research was to glean information from the target audience regarding their sentiments about wedding DJ selection, lifestyle, and interests relating to music and entertainment. Several attempts were made to create a focus group, but it was not logistically feasible. Instead, the research was conducted by means of a paper survey. Since a focus group did not take place, which allows for real-time interaction, participants were encouraged to discuss their answers with each other. However, this did not occur because each contributor filled out the survey independently.

The survey consisted of 14 questions and ran from from April 15 through April 20, 2015. In all, five people responded to the survey. The respondents were work colleagues of a friend of the author.

In order to partake in the survey, participants were required to be a part of the target audience: they had to be female, unmarried, reside in Orange County, and be 21-34 years old. Note: the target audience age is actually 25-34, but the age was reduced to 21 in case there were not enough 25-34 year olds available. As with the online survey, participants were offered a chance to win a \$10 iTunes gift card. Those who wished to be a part of the gift card giveaway were required to sign the survey.

Here are the survey questions:

1. Where would you go either online and/ or offline to get wedding tips and information?
2. Where should my client go in Orange County to hand out flyers to as many future brides as possible?
3. What message from a wedding DJ would compel you to select them?
4. Are there any influential bloggers that you follow? If so, who?
5. What do you like to do for entertainment?
6. What is your favorite genre of music?
7. What quality or qualities would you look for in a wedding DJ?
8. How would you choose a wedding DJ?
9. When selecting a DJ, if you chose referrals as important, how likely would it be for you to also perform a Google search on local DJ's to get more information?
10. What would motivate you emotionally to select a certain wedding DJ?

11. What moves and inspires you?
12. If you're online and you see an offer either in an ad or on a company website, how likely are you to act on it?
13. Do you regularly read any magazines, newspapers either offline or online? If so, which one(s)?
14. Anything else you'd like to add?

Primary Research Results and Report

The quantitative online survey results were collected and analyzed from SurveyMonkey.com's Analyze Results feature. The data was not statistically significant due to the small sample size. In all, 4 out of 356 people responded to the survey, translating to a 1.1% response rate. None of the respondents were part of SEDJ's target audience.

The quantitative survey results revealed several notable insights that help to substantiate SEDJ's campaign strategy. When asked, "Where would you go either online and/ or offline to get wedding tips and information?" three of the five women said they would use Pinterest as a resource. Two women mentioned friends that had gotten married. Both of these responses are inline with the Pinterest contest and Refer-a-Friend-program strategies that have been recommended. When asked "Where should my client go in Orange County to hand out flyers to as many future brides as possible?" three respondents mentioned bridal shops. Therefore, these locations will be targeted in order to promote SEDJ. When asked, "What message from a wedding DJ would compel you to select them?" two women said that a custom playlist was important. One respondent said that having an emotional connection with the DJ was imperative.

Another person said price was key. Previous experience, reviews and entertainment were also mentioned. These comments support the messaging/ slogan of “Personal touch, Professional service, and Priced right” that has been recommended to SEDJ. When asked, “How would you choose a wedding DJ?” recommendations from others was chosen three times. These replies help to substantiate the Refer-a-Friend-program strategy that has been suggested. When asked “If you're online and you see an offer either in an ad or on a company website, how likely are you to act on it?” the women replied as follows: “I'd look into it, if applicable, very likely,” and “it depends on the offer.” These responses encourage the local Facebook ad strategy that has been advocated.

CAMPAIGN PLAN

Goals and Objectives

Sound Expressions DJ Entertainment's communications campaign will increase brand awareness and nurture customer relationships. The one-year program began June 1, 2015 and will be completed on May 31, 2016. During the course of the campaign, the following objectives are expected: 120 website visitors, 36 new Pinterest followers, 12 new customers, and a 10% increase in Facebook shares.

Strategies and Tactics

The overall strategic approach for SEDJ's promotional campaign will leverage the following integrated marketing communications channels: advertising, interactive marketing, sales promotion, and public relations.

Strategies

The following six strategies will be utilized in order to meet SEDJ's goals and objectives.

- 1) Target audience engagement on SEDJ's Website
- 2) Pinterest user participation
- 3) Social Media plan creation
- 4) Referral program development
- 5) Paid Facebook engagement strategy
- 6) Promotional material design and distribution

Tactics

The following tactics will be employed during the campaign:

Website Redesign. A new, improved website will be developed that contains infinite scrolling on the homepage, a clear tagline message, and colors and layout that appeals to target audience. The ability to easily post blogs and press releases will be added. Keyword rich content that attracts the target audience will be employed for maximum search engine optimization (SEO). A shopping cart and e-letter sign up is also being recommended.

Pinterest Contest. The contest is called #MusicToMyEars and will be hosted on Pinterest. According to a survey conducted by GlobalWebIndex, Pinterest was the fastest social media site in 2014 (Mander, 2015). The most popular age group on Pinterest is 25-34 years olds, which coincides perfectly with SEDJ's target audience (Padovani, 2013). This tool is perfectly suited for brides and future brides alike because they can easily organize they wedding ideas and share them with their friends. The contest centers on the target audience sharing their favorite wedding songs. The contestants have to pin two wedding songs to SEDJ's Pinterest board, and repin at least two additional songs. Each month, the person with the most pins/ repins will win a \$10 iTunes gift card.

Social Media Plan. The use of social media will increase SEDJ's presence on Facebook, Twitter and YouTube by promoting website blogs, bride videos, the Pinterest contest, contest winners, and the Refer-a-Friend program. As of January 2014, 76% of women have used social media. And 84% of Internet users are within the target market's age (PewInternet, 2014). Exploiting social media to influence the target audience is of critical importance.

Refer-a-Friend Program. This program will motivate existing SEDJ brides to reach out to their non-married friends. The customers will promote the program both via social media and by word-of-mouth. If a prospect becomes a customer because of Refer-a-Friend, the customer will receive \$100. Padovani (2011) points out that “It’s a lot easier to build on something that’s already working for you than it is to try something totally new” (para. 8). Just as Mr. Allison has explained that most of his business comes from “word of mouth,” Padovani agreed that most wedding professionals had the same answer. Sixty-five percent of new business comes from referrals (ReferralSASquatch, n.d.).

Local Facebook Ads. The ads will include the “Personal touch, Professional service, Priced right” message and will drive the local target market to SEDJ’s website. According to Brian Carter (2014), Facebook ads are mega-awareness raising, provide good targeting, require very little commitment, and are extremely affordable.

Local Outreach. Flyers will be distributed in Orange County in order to promote the Pinterest contest and SEDJ.

Press Releases. The press releases will be used to announce the Pinterest contest and contest winners, the Refer-a-Friend program, and SEDJ news and milestones. The content will be shared on Facebook and Twitter and will be directed toward the target audience. The press releases will also be distributed to local and online local news outlets and influential bloggers.

Videos. This medium will show the target audience why they need to hire SEDJ. SEDJ brides will be video taped during their wedding receptions. The clips will be uploaded to SEDJ’s YouTube channel and shared on its blogs.

Blogs. SEDJ will become an industry Content will include wedding tips, entertainment news, and client videos.

Target Market and Audience

An effective promotional campaign begins by determining the target audience through research. It is very important to define a specific and primary target market. For example, the age range should only be 10 years. Using a range from 20 to 70 years old is too broad, and thus, the messaging will be too vague. By pinpointing the target audience the campaign will be more effective. As my professor pointed out so nicely, “You should know your audience SO well, that you know their needs more than THEY do” (Palmisano, 2014). SEDJ’s target audience for this campaign will be single women, ages 25-34 years of age. They are career women, and earn between \$30-80K annually. They reside in Orange County, CA.

Buyer Persona

A buyer persona is a semi-fictional representation of a client’s ideal customer, based on market research and real data about their existing customers (Kusinitz, 2014). Sara Smith is 28 years old and lives in Orange County, California. She is currently employed as a Licensed Vocational Nurse (LVN) at Kaiser hospital. Sara received her LVN training from Concorde Career College. Sara’s income level is \$45,000 annually. She enjoys an active, middle class lifestyle. Sara is an outgoing person, and enjoys spending time with her family and friends, reading, listening to music, eating out, and going to the beach. Ms. Smith is very active on social media, primarily Facebook, where she has over 300 friends. Sara also uses Pinterest to pin favorite photos and look at photos of others. She loves watching videos on YouTube and Facebook. Sara uses her

iPhone for texting, making phone calls, listening to music, playing games, taking pictures, and keeping up with Facebook and current events. Ms. Smith and her friends frequently utilize mobile apps as well. She communicates with her friends and family primarily via texting and an with an occasional phone call. Sara devotes much more time using smartphones vs. watching TV. Sara currently has no relationship with SEDJ. She needs SEDJ offering because she plans to get married someday.

Timeline

The campaign timeline is broken into sections based on the following media elements that will be employed: social media, the Internet, and print.

Social Media

Facebook and Twitter- posts will occur every week.

Pinterest contest- this will take place over two four-month periods from June 2015- September 2015 and January 2016- April 2016.

OC Register newspaper online- press releases will be sent out the last week of each quarter.

The Knot SOCAL magazine online- press releases will be sent out the last week of each quarter.

Lisa Magloff, Blogger with SmallBusiness.chron.com- press releases will be sent out the last week of each quarter.

Alan Dodson, Blogger with MobileBeat.com- press releases will be sent out the last week of each quarter.

Refer-a-Friend program- this program will take place over two four-month spans from June 2015- September 2015 and January 2016- April 2016.

Internet

Website redesign- the initial plan was set for May-June 2015; however, Mr. Allison currently does not have the funds for this effort.

Local Facebook ads- these will go out over two three-month periods from June 2015- August 2015 and January 2016- March 2016.

Press releases- these will be generated during the last week of every month.

Customer videos- these will be published during the second week of every month.

Blogs- these will be produced the first week of every month.

Print

Flyers- these will be handed out every Saturday and Sunday at Huntington Pier Plaza and the Orange Outlets Mall from June 2015- August 2015. They will also be distributed every Saturday and Sunday at David's Bridal store in Costa Mesa from January 2016- April 2016.

Based on research conducted in Google Trends, the proposed start dates of January and June coincide with the highest search trends for the term "weddings" over a three-year period.

Budget

SEDJ's campaign budget will consist of the printing of flyers, customer video creation, website redesign and hosting, and local Facebook ads. Specifics are provided below:

| IMC Budget June 2015- May 2016 | |
|--|-------|
| Item | Cost |
| Printing of flyers (5000 flyers @ 0.06/ flyer) | \$300 |

| | |
|--|----------------|
| Customer video creation (12 videos @ \$200/ video) | \$2,400 |
| Website redesign | \$2,000 |
| Website hosting service (12 months @ \$50/ mo.) | \$600 |
| Local Facebook ads (6 months @ \$5/ day) | \$900 |
| Total Cost | \$6,200 |

Measurement Criteria and Evaluation Plan

1) 120 website visitors- Google Analytics will be utilized to track this objective. The number of visitors at the beginning of the campaign will be subtracted from the number of visitors after the campaign.

2) 36 new Pinterest followers- this objective will be measured within Pinterest. The number of the #MusicToMyEars board followers at the beginning of the campaign will be subtracted from the number of followers after the campaign.

3) 12 new customers- SEDJ will use its contact management software (TBD) to track this objective. The number of customers at the beginning of the campaign will be subtracted from the number of customers after the campaign.

4) 10% increase in Facebook shares- Facebook Insights will be used to measure the results. The number of shares at the beginning of the campaign will be subtracted from the number of shares after the campaign.

Each goal will be measured monthly. Since the campaign is a 12-month program, each month's goal will be 1/12th of the overall goal. If the goals are not being met, the strategies and tactics will be modified in order to meet the goals.

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APPENDIX A:
PRESS RELEASE

Sound Expressions DJ Entertainment to Launch #MusicToMyEars Campaign

Orange County DJ brings news that future brides will be pleased to hear

Costa Mesa, CA (January 17, 2015) - Sound Expressions DJ Entertainment (SEDJ) is launching a local PR campaign called #MusicToMyEars. Since their core business comes from weddings, the promotion will reach out to wives-to-be. The phrase “music to my ears” was chosen because SEDJ brings news that future brides love to hear: SEDJ excels in personal touch, professional service, and prices that are right. Many wedding DJ’s only offer two of these three “P’s.” #MusicToMyEars also ties into the SEDJ brand which provides personalized musical entertainment.

The promotion will begin on March 1, and will take advantage of social media channels. Two approaches will be used: a referral program will encourage existing SEDJ clients to reach out to their friends using #MusicToMyEars. In addition, local Facebook advertising will take place in order to attract wives-to-be in Orange County.

Despite intense competition in the Southern California market, SEDJ’s founder, Chris Allison became a DJ because of his love for music and his ability to create special memories for people. When asked what he loves most about his job, Chris said, “Getting to use my voice, personality and passion for music, and to create an atmosphere for people to have a great time.”

To learn more about SEDJ, or to book your special event, please Like them on Facebook and visit their website:

SEDJ on Facebook: [Facebook.com/SEDJEntertainment](https://www.facebook.com/SEDJEntertainment)

SEDJ Website: SoundExpressionsDJ.com

About Sound Expressions DJ Entertainment

Sound Expressions DJ Entertainment (SEDJ) provides DJ/ Emcee services for weddings, parties, and special events. SEDJ excels in professional service, personal touch, and prices that are right. They were founded in 2005, and are conveniently located in Orange County, the heart of Southern California.

Media Contact

Curtis Nabors
(714) 631-0988

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APPENDIX B: REPUTATION MANAGEMENT STRATEGIES

Company Introduction

Chris Allison founded SEDJ in 2005. SEDJ specializes in performing Emcee/ DJ services for weddings, corporate events, and private parties. In order to add more value to their clients, SEDJ has recently included up lighting and photo booth services. Despite intense competition in the Southern California market, Chris became a DJ because of his love for music and his ability to create special memories for people. When asked what he loves most about his job, Chris said, "Getting to use my voice, personality and passion for music, and to create an atmosphere for people to have a great time." Given his passion for his work, and for helping others, this bodes well for creating a great reputation.

There are two major components that affect reputation: identity and image. Identity = how the company sees itself. Image = how the constituents see the company. A company's reputation is determined by the gap between its identity and its image (Doorley & Garcia, 2011). The closer that the gap is, the better that the organization's reputation is. Since SEDJ is such a small company, the influences that affect its reputation are not as far-reaching or prominent as that of a larger company. This is largely because it does not have as many constituencies, which will be discussed below.

Company Identity

Having a well-defined identity is beneficial because it can drive behavior, performance, and communication. This will help internal and external constituencies to recognize what the company is about (Doorley & Garcia, 2011).

SEDJ prides themselves on being a company that puts satisfied customers above money. The About page of its website says “For the past 6 years we have striven to provide the highest quality, yet most affordable entertainment for all of our clients.” The quality component can be further refined as personal touch and professional service. Summarizing these qualities describes SEDJ’s positive identity: personal touch, professional service, and prices that are right.

SEDJ also recognizes that there is room for improvement. Some of these areas include: 1) developing a strong website that will generate steady leads, 2) being consistent with its social media presence, and 3) finding strategic ways to draw people to its website and social media pages.

A company’s identity is greatly strengthened when its mission and values are clearly laid out. SEDJ lacks both of these. Mr. Allison was contacted last month in order to discuss these areas- unfortunately, he has not provided input. Therefore, both statements are being provided based on what is known about SEDJ from previous discussions and available material. The statements will be recommended to SEDJ.

Mission statement: To provide the highest quality, yet most affordable musical entertainment for our clients.

Value statement: We believe in providing the greatest amount of personal service and professionalism to our clients, resulting in the most memorable experience for them. We are also committed to the highest level of integrity and honesty in all that we do.

Constituent Groups

All organizations have constituencies, whether the company is small, as in SEDJ’s case, or large like GM. As was stated earlier, constituencies play a key role in

determining reputation, because they shape a company's image. In addition, "corporate brand equity exists when constituencies hold strong, favorable, and unique associations about the corporate brand in memory" (Argenti & Druckenmiller, 2004, p.1).

Since SEDJ's headcount currently consists of Mr. Allison alone, employees are not part of SEDJ's constituency. The same holds true for shareholders and investors. SEDJ's constituencies consist of existing customers, prospective customers, DJ companies that subcontract to SEDJ, and wedding planners that SEDJ has partnerships with. Let us look briefly at why each of these groups is important in shaping SEDJ's image.

Existing customers- this group impacts SEDJ's image more than any other. One reason for this is because Mr. Allison relies almost entirely on word-of-mouth referrals for new business. When SEDJ performs at a wedding reception, the bride will talk to others about her experience. This communication can take place in person or via the Internet by use of social media.

Prospective customers- let us assume that Joan is looking for a wedding DJ in Orange County. After Googling "wedding DJ in Orange County" she finds and clicks on a link to SEDJ's website. Her first impression of the website will have a strong influence on whether or not she'll consider SEDJ any further.

DJ partners- some DJ's either overbook client appointments and/ or commit to several events in a day that they can't oblige due to one occasion running longer than expected. SEDJ has relationships with several DJ companies in the event that this happens. Any future business for Mr. Allison through this channel is directly affected by

how these DJ's perceive his performance. The DJ's can also affect SEDJ's image by talking with other DJ's within their network.

Wedding planners- SEDJ also has key partnerships with several wedding planners. This relationship provides SEDJ with increased business opportunities. As with the DJ partnerships, how well SEDJ satisfies the client will impact future referrals from the wedding planners. In addition, these wedding planners can influence how other wedding planners view SEDJ.

Measuring Image and Reputation

For each constituency group, a brief description will be provided as to how information will be obtained in order to determine their image of SEDJ.

Existing customers- a focus group would be our recommendation for SEDJ's clientele. In this way, open-ended questions would be asked in order to gain their sentiment regarding their perceptions of SEDJ. Questions would be asked such as "why did you select SEDJ" and "what was your experience like at the event?"

Prospective customers- since this group has no idea who SEDJ is, obtaining information about their image becomes more challenging. In this case, we believe that an in person survey of the target audience is appropriate. Each person would be provided with a laptop with Internet access. They would answer questions concerning their views of SEDJ's website and social media channels/ activity.

DJ partners and Wedding planners- the best way to discover what these groups think about SEDJ's reputation would be through one-on-one interviews. They would be asked open-ended questions, both regarding their personal interaction with SEDJ, as well as what SEDJ's clients have told them about their event experiences.

Online Reputation

Before the Internet existed, companies had much more control of what was said about them. Nowadays, people can derive their first impressions about an organization via a simple Internet search (Giovinco, n.d.). Within a fraction of a second, virtually everything that exists about a company's online activity and reputation can be discovered.

In order to provide a quick assessment of SEDJ's online reputation, a Google and Bing search was conducted. The phrase "sound expressions dj entertainment" was used for the search. Note: when performing the search, quotations were not used. Three pages were analyzed from each search engine. Each search result that was relevant to SEDJ was given a positive, negative, or neutral rating. The results are as follows:

| | Google | Bing |
|----------|--------|------|
| Positive | 7 | 5 |
| Negative | 0 | 0 |
| Neutral | 2 | 3 |

The chart shows that the majority of the results were positive. None of the outcomes were negative. The rest were neutral. This data, despite being comprised of a small sample size, shows that SEDJ's online reputation is very good. Two of the five neutral results (the same website from Google and Bing) came from SEDJ's Yelp page. A neutral rating was given because SEDJ has no Yelp reviews.

We propose that SEDJ starts asking their clients for positive Yelp reviews. In order to increase the overall number of relevant results, it has been suggested to SEDJ

that it starts writing a blog once per month. In addition, since only one of the results came from social media, we'll also recommend that SEDJ increase the frequency of Facebook and Twitter posts. Taking this proactive content creating approach will also benefit SEDJ in the unfortunate event of a damaging news outbreak. By inundating its website and social media sites with positive content, the negative results will be pushed from the first page of an Internet search (Seragih, 2011).

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APPENDIX C: CRISIS COMMUNICATION PLAN

Executive Summary

This document has been created to provide a Crisis Communication Plan for Sound Expressions DJ Entertainment (SEDJ) should a crisis arise that involves SEDJ. Going forward, the Crisis Communication Plan may also be referred to as “the Plan.” SEDJ’s Crisis Communication Team will utilize the Plan. This material was developed from discussions with SEDJ staff as well as independent research. The remainder of the document will discuss the following topics: the crisis communication team members and roles, the public groups and stakeholders that need to be contacted during a crisis, details of the facilities and survival kit, a description of the Employee-Media Policy, what the basic messaging should entail, and what’s required for social media management.

Crisis Communication Team

The SEDJ staff currently consists of a single person- Chris Allison, owner and DJ. Mr. Allison will serve as the Team Chair on the Crisis Communication Team. He will have a voice in all decisions, and make all final decisions. Going forward, the Crisis Communication Team may also be referred to as “the Team.” Curtis Nabors will be the communications point person. He is responsible for media relations, messaging, social media management, and will also serve as the SEDJ spokesperson. Mr. Nabors is an independent Public Relations consultant that Mr. Allison hired as part of Mr. Nabors capstone project. Should SEDJ hire additional staff in the future, they will also be considered for participation on the Team. Table 1 contains details of the SEDJ Crisis Communication team.

| Team Member | SEDJ Position | Crisis Communication Team Role | Training Required |
|--------------------|---------------------------|---|--------------------------|
| Chris Allison | Owner | Team Chair | Employee- Media policy |
| Curtis Nabors | Independent PR consultant | Communications Chair, point person, media contact, spokesperson, messaging, social media management | Media relations |
| John Doe | Future employee | Team member | Employee- Media policy |

Table 1: SEDJ’s Crisis Communication Team

Public Groups and Stakeholders

In the event of an emergency/ crisis that occurs at an SEDJ event, different stakeholders need to be contacted depending on the severity of the situation. Since SEDJ performs at facilities such as hotels and company sites, whether the emergency is minor or major, the facility’s medical staff would need to be contacted. If a minor injury or injuries occur that the facility medical staff can take care of, no fire/ paramedic staff or police would need to be contacted.

In case a more severe incident occurs at an SEDJ occasion, such as a major injury, a fire, a natural disaster, or a crime, then the local media, Orange County Fire Authority, and Orange County Sheriff’s Department would be contacted.

In the event that negative news involving SEDJ and/ or Chris Allison became public, then all SEDJ Team members would need to be notified. Per the Crisis Communication Team chart in Table 1, Curtis Nabors is the current spokesperson, as well as the media contact person. See Table 2 for the list of stakeholder contacts.

| Media Outlet | Telephone | Email | Contact Name |
|--|----------------|--|------------------|
| Local Media | | | |
| KCBS TV News | (818) 655-2000 | kcbstvnews@cbs.com | Amanda Blum |
| KNBC TV News | (818) 684-3425 | N/A | Annette Arreola |
| KABC TV News | (818) 863-7777 | Ellen.I.leyva@abc.com | Ellen Leyva |
| KTTV TV News | (310) 584-2025 | shellyinsheiwat@foxtv.com | Shelly Insheiwat |
| Local Government Agencies/Departments | | | |
| Orange County Fire Authority | (714) 573-6000 | randyblack@ocfa.org | Randy Black |
| Orange County Sheriff's Dept. | (714) 904-7042 | jhallock@ocsd.org | Lt. Jeff Hallock |

Table 2: Stakeholder contacts

Facilities and Survival Kit

If a major incident occurs at an SEDJ occasion, such as a severe injury, a fire, a natural disaster, or a crime, Mr. Allison will contact Mr. Nabors by cell phone so that he can be at the scene to answer any media questions. In the event that negative news involving SEDJ and/ or Chris Allison became public, then all SEDJ Team members would meet at Mr. Allison's home. If Mr. Allison's home is not available, the team will meet at Mr. Nabors' home. See Table 3 for the Survival kit list.

| Item | Available? | Responsibility party |
|-----------------------------|------------|----------------------------------|
| Crisis manual | * N | SEDJ Chair |
| Crisis communications | Y | SEDJ Chair |
| Essential telephone numbers | Y | SEDJ Chair |
| Media list | Y | Communications Chair |
| PC | Y | SEDJ Chair |
| General office supplies | Y | SEDJ Chair |
| Radio | Y | SEDJ Chair |
| Batteries | Y | SEDJ Chair |
| Cell phone | Y | SEDJ Chair/ Communications Chair |
| First aid kit | Y | SEDJ Chair |

Table 3: Survival kit list

* Crisis manual completion set for August 1, 2015.

Employee-Media Policy

Media relations are a crucial component of crisis communication. Therefore, it is important for every SEDJ employee and everyone on the Team to know what their roles are with respect to the media. During a crisis, at no time is an SEDJ employee allowed to reach out to the media. Conversely, if the media contacts any SEDJ employee, they are not to comment on the crisis, but shall only provide the public relations spokesperson's name and phone number. They should be polite and provide this answer: "Mr. (or Ms.) XXX, I understand that you are seeking information about the crisis. However, I am not authorized to speak to the media. Please call our spokesman, Curtis Nabors at 714-631-0988." This policy will also be included in the Crisis manual once it is completed.

Messaging

In order to be proactive in the event of a crisis, the following messages have been prepared in advance that deal with certain possible situations. Specific details of an actual crisis will be added when they are known.

1. While SEDJ was hosting an event (at _____ Hotel or other type of setting), a fire broke out in the kitchen. In order to assure everyone's safety, all hotel guests were asked to evacuate the building. Upon learning about the fire, the hotel staff promptly notified the Orange County Fire Authority. The fire was contained within the kitchen and extinguished. No one was injured in the incident.
2. While attending an SEDJ event, a guest was injured due to (something that was not SEDJ's fault). The facility staff called 911, and the guest was taken to _____ Hospital to receive proper care. The guest's friend, who

was also at the event, contacted the family, who is now enroute to the hospital.

SEDJ's thoughts and prayers go out to the guest and her family. When more information is available about the guest's condition, we will notify you.

3. While attending an SEDJ event, a guest was injured due to (something that was SEDJ's fault). The facility staff called 911, and the guest was taken to _____ Hospital to receive proper care. The guest's friend, who was also at the event, contacted the family, who are now en-route to the hospital. SEDJ is sorry that this situation has taken place and will be in close contact with the guest in order to assist in every way possible. When more information is available about the guest's condition, we will notify you.
4. It has been reported via the Internet that during a recent SEDJ event, the owner and DJ Chris Allison made a derogatory remark about the groom. The report suggested that Mr. Allison was unaware that his microphone was still on when the incident occurred. Mr. Allison is sorry for his comments, even though he claims that his remarks were in good fun, and in no way belittling to the groom. In addition, Mr. Allison called the groom and apologized to him. The groom accepted Mr. Allison's apology. Mr. Allison continues to strive for the highest standards regarding his professionalism and integrity.

Social Media Management

Social media will be utilized in two ways as part of the communication strategy: for monitoring and dissemination. Curtis Nabors will perform both functions for SEDJ. The company's Facebook and Twitter accounts will be monitored for any negative news. The Internet will also be closely watched. Mr. Nabors will research which monitoring

software provides the features that meets SEDJ's needs, as well as falling within their budgetary requirements. He will then make his recommendations to SEDJ.

Social media tools will also be utilized in response to a crisis. Due to Twitter's real-time news nature, the information will be posted on SEDJ's Twitter channel first. Secondly, its Facebook page will be used to distribute a response. SEDJ will also employ their website for its messaging- it will be posted on SEDJ's Home page, via its blog, or both. In the event that SEDJ needs to make a public apology, a video will be created and published on SEDJ's blog. Twitter and Facebook posts will link to the video.

After a response has gone out via social media and the Internet, monitoring will continue to take place in order to determine how the public is responding to the message. At this time, a response assessment will not be necessary since Mr. Nabors will be the only person replying to a crisis. However, should the SEDJ staff increase to a point that other people are added to the response team, an official response assessment will be considered.

APPENDIX D: CREATIVE BRIEF

Creative Brief for SEDJ

March 15, 2015

Target audience profile

The target audience for SEDJ is single women, age 25-34. They reside in Orange County, CA and have an annual salary of \$30-80K. They love Pinterest more than any other age group. This group is very active with social media and mobile apps. They spend a lot of time on their smartphones/ pads, even more than watching TV. They prefer texting vs. talking on the phone.

Communication Objectives

The overall campaign goals are to increase SEDJ's brand awareness and leads/ customers. Specific goals from June 1, 2015 to – May 31, 2016 are to add:

1. Thirty new Pinterest followers
2. A 10% increase in Facebook Likes
3. Twelve new customers

Product Features and Benefits

SEDJ provides high quality DJ services, yet at an affordable price. These two features are often mutually exclusive, but SEDJ puts his clients first. They benefit by enjoying the best of both worlds.

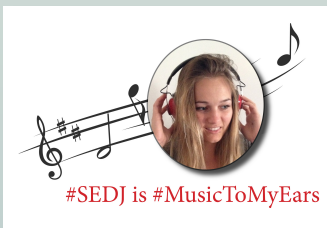
Unique Selling Proposition

For future brides, SEDJ is "music to my ears." The welcome news that sets SEDJ apart are Personal touch, Professional service, and Priced right. These qualities are called the 'Three Ps.'

1. Personal touch- makes the future bride feel special. SEDJ spends time with her, making sure that she is instrumental in selecting the playlist. They also only book one wedding per day, so the bride-to-be never feels rushed.
2. Professional service- the future bride can rest assured that SEDJ will be on time and prepared for her special day. The wedding day is stressful enough without worrying about the DJ's performance.
3. Priced right- SEDJ's services are high quality yet affordable. Average wedding DJ cost is \$1000, while SEDJ's is only \$800.

Competition

SEDJ offers mobile DJ services, karaoke, and a photo booth. Most other DJ's in Orange County offer similar services. In this extremely competitive field, we couldn't find a DJ company that stands out. According to gigmasters.com, their database lists 223 DJ's in Huntington Beach alone. A few months ago when we looked at the competition, ActiveSoundsInc.com was consistently at the top of the list when performing Google searches such as "DJ" or "wedding DJ." Now they aren't even on the first page.



They did have a very appealing, dynamic website. SEDJ lacks a dynamic website (the kind that have image changes that link to certain areas of the site), and also needs an area in which to post news, blogs, and press releases. We've discussed these website shortcomings with SEDJ. They are considering a complete redesign. On the positive side, they do have the "3 P's" going for them, while many other DJ's only offer two of the three.

Creative Strategy

The campaign will utilize the Think/ Feel/ Do approach. The target audience will think about what #MusicToMyEars is all about. This will invoke a feeling of interest and curiosity. Learning about the campaign from their friends will cause them to feel a sense of obligation due to social proof. The phrase #MusicToMyEars is also engaging. All of these factors will create a desire to participate in the campaign.

Aesthetics/Feel/Tone

The tone of the campaign will be fun and celebratory. The feeling should reflect joy and happiness. It takes advantage of the fact that women love to share things on social media. They also love to pin/ repin things that interest them on Pinterest, such as material relating to weddings. Any visuals will appeal to young women with respect to things like color and style. Some media elements should include women that reflect the target audience.

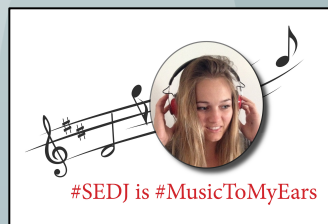
Support Statement

Our personal touch, professionalism, and prices will make your wedding day all that you've dreamed of.

Slogan

#SEDJ is #MusicToMyEars

Logo



Media Assets

1. The flyer may be used as part of the campaign. If so, we're not sure where yet
2. The logo will be used in the press release that launches the contest
3. The flyer or the logo will be used in the Facebook ad
4. At least one infographic will be used to convey research results

APPENDIX E:
CONTEST FLYER

*What are your
favorite wedding
songs?*



Join SEDJ's Pinterest contest for a chance to

~~~~ **WIN FREE MUSIC!** ~~~~

Sound Expressions DJ Entertainment (SEDJ)  
is launching this special event on  
**April 1, 2015.**

*Please tell your friends about this contest!*  
**Click here** to join the fun.



#SEDJ is #MusicToMyEars

APPENDIX F:  
MEDIA LIST

| Journalist #1                |                                                                                                                                                         |
|------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Name</b>                  | Marcia C. Smith                                                                                                                                         |
| <b>Position</b>              | Staff columnist                                                                                                                                         |
| <b>Outlet</b>                | Orange County Register                                                                                                                                  |
| <b>Email</b>                 | <a href="mailto:masmith@ocregister.com">masmith@ocregister.com</a>                                                                                      |
| <b>Phone</b>                 | (877) 469-7344                                                                                                                                          |
| <b>Twitter</b>               | <a href="https://twitter.com/Marcia_C_Smith">@Marcia_C_Smith</a>                                                                                        |
| <b>Other</b>                 |                                                                                                                                                         |
| <b>Link to Recent Work</b>   | <a href="http://www.ocregister.com/articles/ferrets-647443-ferret-wright.html">http://www.ocregister.com/articles/ferrets-647443-ferret-wright.html</a> |
| <b>Reasons for Inclusion</b> | Marcia covers Life section                                                                                                                              |

| Journalist #2                |                                                                                                                                                                                   |
|------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Name</b>                  | Hannah Fry                                                                                                                                                                        |
| <b>Position</b>              | Reporter                                                                                                                                                                          |
| <b>Outlet</b>                | Los Angeles Times OC                                                                                                                                                              |
| <b>Email</b>                 | <a href="mailto:hannah.fry@latimes.com">hannah.fry@latimes.com</a>                                                                                                                |
| <b>Phone</b>                 | (213) 237-5000                                                                                                                                                                    |
| <b>Twitter</b>               | <a href="https://twitter.com/HannahFryTCN">@HannahFryTCN</a>                                                                                                                      |
| <b>Other</b>                 |                                                                                                                                                                                   |
| <b>Link to Recent Work</b>   | <a href="http://www.latimes.com/local/orangecounty/la-me-senior-center-20141225-story.html">http://www.latimes.com/local/orangecounty/la-me-senior-center-20141225-story.html</a> |
| <b>Reasons for Inclusion</b> | Hannah writes human interest stories                                                                                                                                              |

| Journalist #3   |                                                                            |
|-----------------|----------------------------------------------------------------------------|
| <b>Name</b>     | Kathleen Luppi                                                             |
| <b>Position</b> | Features writer                                                            |
| <b>Outlet</b>   | Daily Pilot                                                                |
| <b>Email</b>    | <a href="mailto:kathleen.luppi@latimes.com">kathleen.luppi@latimes.com</a> |
| <b>Phone</b>    | (714) 966-4623                                                             |
| <b>Twitter</b>  | <a href="https://twitter.com/KathleenLuppi">@KathleenLuppi</a>             |

|                              |                                                                                                                                                                                                             |
|------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Other</b>                 |                                                                                                                                                                                                             |
| <b>Link to Recent Work</b>   | <a href="http://www.dailypilot.com/entertainment/tn-dpt-et-0109-imitation-game-20150108,0,1741861.story">http://www.dailypilot.com/entertainment/tn-dpt-et-0109-imitation-game-20150108,0,1741861.story</a> |
| <b>Reasons for Inclusion</b> | Kathleen covers Life section                                                                                                                                                                                |

| <b>Journalist #4</b>         |                                                                                     |
|------------------------------|-------------------------------------------------------------------------------------|
| <b>Name</b>                  | Karen Topolewski                                                                    |
| <b>Position</b>              | reporter                                                                            |
| <b>Outlet</b>                | Huntington Beach News                                                               |
| <b>Email</b>                 | <a href="mailto:hbnews@hbquik.com">hbnews@hbquik.com</a>                            |
| <b>Phone</b>                 | (714) 488-6964                                                                      |
| <b>Twitter</b>               | Could not locate                                                                    |
| <b>Other</b>                 |                                                                                     |
| <b>Link to Recent Work</b>   | <a href="http://www.hbnews.us/communit.html">http://www.hbnews.us/communit.html</a> |
| <b>Reasons for Inclusion</b> | Karen writes local news                                                             |

| <b>Journalist #5</b>         |                                                                                     |
|------------------------------|-------------------------------------------------------------------------------------|
| <b>Name</b>                  | Andrea Adelson                                                                      |
| <b>Position</b>              | Editor in Chief                                                                     |
| <b>Outlet</b>                | The Indy                                                                            |
| <b>Email</b>                 | <a href="mailto:hbnews@hbquik.com">hbnews@hbquik.com</a>                            |
| <b>Phone</b>                 | (714) 488-6964                                                                      |
| <b>Twitter</b>               | Could not locate                                                                    |
| <b>Other</b>                 |                                                                                     |
| <b>Link to Recent Work</b>   | <a href="http://www.hbnews.us/communit.html">http://www.hbnews.us/communit.html</a> |
| <b>Reasons for Inclusion</b> | Karen writes local news                                                             |

| <b>Journalist #6</b> |             |
|----------------------|-------------|
| <b>Name</b>          | Paul Hughes |
| <b>Position</b>      | Editor      |

|                              |                                                                                                                                                                       |
|------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Outlet</b>                | OC Business Journal                                                                                                                                                   |
| <b>Email</b>                 | <a href="mailto:hughes@ocbj.com">hughes@ocbj.com</a>                                                                                                                  |
| <b>Phone</b>                 | (949) 833-8373                                                                                                                                                        |
| <b>Twitter</b>               | <a href="#">@OCBizJournal</a> Could not locate one for Paul                                                                                                           |
| <b>Other</b>                 |                                                                                                                                                                       |
| <b>Link to Recent Work</b>   | <a href="http://www.ocbj.com/news/2015/jan/09/irvine-call-center-operator-names-cfo/">http://www.ocbj.com/news/2015/jan/09/irvine-call-center-operator-names-cfo/</a> |
| <b>Reasons for Inclusion</b> | Paul covers local business news                                                                                                                                       |

| <b>Journalist #7</b>         |                                                                                                                                               |
|------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Name</b>                  | Astgik Khatchatryan                                                                                                                           |
| <b>Position</b>              | Associate editor                                                                                                                              |
| <b>Outlet</b>                | Orange Coast Magazine                                                                                                                         |
| <b>Email</b>                 | Tweeted Astgik on 1/8 for phone number and email                                                                                              |
| <b>Phone</b>                 | (949) 862-1133                                                                                                                                |
| <b>Twitter</b>               | <a href="#">@AsicKhat</a>                                                                                                                     |
| <b>Other</b>                 |                                                                                                                                               |
| <b>Link to Recent Work</b>   | <a href="http://www.orangecoast.com/features/snapshot-life-after-julius/">http://www.orangecoast.com/features/snapshot-life-after-julius/</a> |
| <b>Reasons for Inclusion</b> | Astgik writes for CoastLines section of magazine whose phrase is People, places, passions                                                     |

| <b>Journalist #8</b>       |                                                                                                       |
|----------------------------|-------------------------------------------------------------------------------------------------------|
| <b>Name</b>                | Matt Coker                                                                                            |
| <b>Position</b>            | blogger                                                                                               |
| <b>Outlet</b>              | Orange County Weekly                                                                                  |
| <b>Email</b>               | Tweeted and emailed Matt via website on 1/8 for phone number and email                                |
| <b>Phone</b>               | (714) 550-5900                                                                                        |
| <b>Twitter</b>             | <a href="#">@MatthewTCoker</a>                                                                        |
| <b>Other</b>               |                                                                                                       |
| <b>Link to Recent Work</b> | <a href="http://www.ocweekly.com/authors/matt-coker/">http://www.ocweekly.com/authors/matt-coker/</a> |



|                              |                                    |
|------------------------------|------------------------------------|
| <b>Reasons for Inclusion</b> | Matt covers the local news section |
|------------------------------|------------------------------------|

| <b>Journalist #9</b>         |                                                                                                                                                                                                                                                                           |
|------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Name</b>                  | Amy Levin-Epstein                                                                                                                                                                                                                                                         |
| <b>Position</b>              | Senior features editor                                                                                                                                                                                                                                                    |
| <b>Outlet</b>                | The Knot                                                                                                                                                                                                                                                                  |
| <b>Email</b>                 | <a href="mailto:amylevinepstein@gmail.com">amylevinepstein@gmail.com</a>                                                                                                                                                                                                  |
| <b>Phone</b>                 | (800) 390-9784                                                                                                                                                                                                                                                            |
| <b>Twitter</b>               | <a href="https://twitter.com/amylevinepstein">@amylevinepstein</a>                                                                                                                                                                                                        |
| <b>Other</b>                 |                                                                                                                                                                                                                                                                           |
| <b>Link to Recent Work</b>   | <a href="http://wedding.theknot.com/wedding-planning/wedding-music-ideas/articles/wedding-reception-music-questions-to-ask-a-band.aspx">http://wedding.theknot.com/wedding-planning/wedding-music-ideas/articles/wedding-reception-music-questions-to-ask-a-band.aspx</a> |
| <b>Reasons for Inclusion</b> | Amy writes DJ specific content                                                                                                                                                                                                                                            |

| <b>Journalist #10</b>        |                                                                                                                                                                                 |
|------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Name</b>                  | Carolyn Hsu                                                                                                                                                                     |
| <b>Position</b>              | blogger                                                                                                                                                                         |
| <b>Outlet</b>                | The Brides                                                                                                                                                                      |
| <b>Email</b>                 | Emailed editors via website on 1/9 for phone number and email. Tweeted on 1/11.                                                                                                 |
| <b>Phone</b>                 |                                                                                                                                                                                 |
| <b>Twitter</b>               | <a href="https://twitter.com/brides">@brides</a> Could not locate one for Carolyn                                                                                               |
| <b>Other</b>                 |                                                                                                                                                                                 |
| <b>Link to Recent Work</b>   | <a href="http://www.brides.com/blogs/aisle-say/2015/01/things-that-stress-out-brides.html">http://www.brides.com/blogs/aisle-say/2015/01/things-that-stress-out-brides.html</a> |
| <b>Reasons for Inclusion</b> | Carolyn covers local and wedding planning                                                                                                                                       |

| <b>Journalist #11</b> |                |
|-----------------------|----------------|
| <b>Name</b>           | Karly Anderson |
| <b>Position</b>       | blogger        |

|                              |                                                                                                                                     |
|------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| <b>Outlet</b>                | weddingpartyapp.com                                                                                                                 |
| <b>Email</b>                 | <a href="mailto:msinthemidwest@gmail.com">msinthemidwest@gmail.com</a>                                                              |
| <b>Phone</b>                 | Emailed them on 1/9 for phone number. Tweeted on 1/11.                                                                              |
| <b>Twitter</b>               | <a href="https://twitter.com/msinthemidwest">@msinthemidwest</a>                                                                    |
| <b>Other</b>                 |                                                                                                                                     |
| <b>Link to Recent Work</b>   | <a href="http://www.weddingpartyapp.com/blog/author/karly-anderson/">http://www.weddingpartyapp.com/blog/author/karly-anderson/</a> |
| <b>Reasons for Inclusion</b> | Karly provides wedding ideas and tips                                                                                               |

| <b>Journalist #12</b>        |                                                                                       |
|------------------------------|---------------------------------------------------------------------------------------|
| <b>Name</b>                  | Stephanie Padovani                                                                    |
| <b>Position</b>              | blogger                                                                               |
| <b>Outlet</b>                | bookmorebrides.com                                                                    |
| <b>Email</b>                 | Emailed Stephanie via website on 1/10 for phone number and email. Tweeted on 1/11.    |
| <b>Phone</b>                 |                                                                                       |
| <b>Twitter</b>               | <a href="https://twitter.com/StephPadovani">@StephPadovani</a>                        |
| <b>Other</b>                 |                                                                                       |
| <b>Link to Recent Work</b>   | <a href="http://www.bookmorebrides.com/blog/">http://www.bookmorebrides.com/blog/</a> |
| <b>Reasons for Inclusion</b> | Stephanie is an expert at wedding business marketing                                  |

| <b>Journalist #13</b>      |                                                                                                           |
|----------------------------|-----------------------------------------------------------------------------------------------------------|
| <b>Name</b>                | Stacie Tamaki                                                                                             |
| <b>Position</b>            | blogger                                                                                                   |
| <b>Outlet</b>              | stacietamaki.com                                                                                          |
| <b>Email</b>               | Emailed Stacie via website on 1/10 for phone number and email. Tweeted on 1/11.                           |
| <b>Phone</b>               |                                                                                                           |
| <b>Twitter</b>             | <a href="https://twitter.com/Tinygami">@Tinygami</a>                                                      |
| <b>Other</b>               |                                                                                                           |
| <b>Link to Recent Work</b> | <a href="http://theflirtyguide.blogspot.com/index.html">http://theflirtyguide.blogspot.com/index.html</a> |

|                              |                                                               |
|------------------------------|---------------------------------------------------------------|
| <b>Reasons for Inclusion</b> | Stacie is a lifestyle blogger and designs wedding accessories |
|------------------------------|---------------------------------------------------------------|

| <b>Journalist #14</b>        |                                                                                                                                                 |
|------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Name</b>                  | Lisa Magloff                                                                                                                                    |
| <b>Position</b>              | blogger                                                                                                                                         |
| <b>Outlet</b>                | smallbusiness.chron.com                                                                                                                         |
| <b>Email</b>                 | <a href="mailto:features@chron.com">features@chron.com</a>                                                                                      |
| <b>Phone</b>                 | (713) 362-7491                                                                                                                                  |
| <b>Twitter</b>               | Could not locate one for Lisa                                                                                                                   |
| <b>Other</b>                 |                                                                                                                                                 |
| <b>Link to Recent Work</b>   | <a href="http://smallbusiness.chron.com/start-mobile-dj-company-2307.html">http://smallbusiness.chron.com/start-mobile-dj-company-2307.html</a> |
| <b>Reasons for Inclusion</b> | Lisa writes about the DJ industry                                                                                                               |

| <b>Journalist #15</b>        |                                                                                                   |
|------------------------------|---------------------------------------------------------------------------------------------------|
| <b>Name</b>                  | Alan Dodson                                                                                       |
| <b>Position</b>              | blogger                                                                                           |
| <b>Outlet</b>                | mobilebeat.com                                                                                    |
| <b>Email</b>                 | Couldn't locate an email address. Tweeted on 1/11.                                                |
| <b>Phone</b>                 | (423) 383-7577                                                                                    |
| <b>Twitter</b>               | <a href="https://twitter.com/AlanBDodson">@AlanBDodson</a>                                        |
| <b>Other</b>                 |                                                                                                   |
| <b>Link to Recent Work</b>   | <a href="http://www.mobilebeat.com/practice-train/">http://www.mobilebeat.com/practice-train/</a> |
| <b>Reasons for Inclusion</b> | Alan writes about the DJ industry                                                                 |

| <b>Journalist #16</b> |                                                            |
|-----------------------|------------------------------------------------------------|
| <b>Name</b>           | Amanda Blum                                                |
| <b>Position</b>       | writer                                                     |
| <b>Outlet</b>         | CBS News                                                   |
| <b>Email</b>          | <a href="mailto:kcbstvnews@cbs.com">kcbstvnews@cbs.com</a> |
| <b>Phone</b>          | (818) 655-2000                                             |

|                              |                                                                                                                                               |
|------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Twitter</b>               | <a href="#">@CBSLA</a> Could not locate one for Amanda                                                                                        |
| <b>Other</b>                 |                                                                                                                                               |
| <b>Link to Recent Work</b>   | <a href="http://losangeles.cbslocal.com/top-lists/get-the-party-started/">http://losangeles.cbslocal.com/top-lists/get-the-party-started/</a> |
| <b>Reasons for Inclusion</b> | Amanda writes lifestyle content                                                                                                               |

| <b>Journalist #17</b>        |                                                                                                                                                                                     |
|------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Name</b>                  | Ellen Leyva                                                                                                                                                                         |
| <b>Position</b>              | Anchor and writer                                                                                                                                                                   |
| <b>Outlet</b>                | ABC News                                                                                                                                                                            |
| <b>Email</b>                 | Couldn't locate an email address. Tweeted on 1/11.                                                                                                                                  |
| <b>Phone</b>                 | (818) 863-7777                                                                                                                                                                      |
| <b>Twitter</b>               | <a href="#">@ABC7Ellen</a>                                                                                                                                                          |
| <b>Other</b>                 |                                                                                                                                                                                     |
| <b>Link to Recent Work</b>   | <a href="http://abc7.com/entertainment/oc-school-band-chosen-to-march-in-rose-parade/42426/">http://abc7.com/entertainment/oc-school-band-chosen-to-march-in-rose-parade/42426/</a> |
| <b>Reasons for Inclusion</b> | Ellen covers local news                                                                                                                                                             |

| <b>Journalist #18</b>        |                                                                                                                                                                                 |
|------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Name</b>                  | Shelly Insheiwat                                                                                                                                                                |
| <b>Position</b>              | writer                                                                                                                                                                          |
| <b>Outlet</b>                | Fox News                                                                                                                                                                        |
| <b>Email</b>                 | <a href="mailto:shellyinsheiwat@foxtv.com">shellyinsheiwat@foxtv.com</a>                                                                                                        |
| <b>Phone</b>                 | (310) 584-2025                                                                                                                                                                  |
| <b>Twitter</b>               | <a href="#">@FoxyShells</a>                                                                                                                                                     |
| <b>Other</b>                 |                                                                                                                                                                                 |
| <b>Link to Recent Work</b>   | <a href="http://www.myfoxla.com/story/26776214/dj-pickel-i-just-want-to-make-people-smile">http://www.myfoxla.com/story/26776214/dj-pickel-i-just-want-to-make-people-smile</a> |
| <b>Reasons for Inclusion</b> | Shelly writes about local news and wrote a piece about a DJ                                                                                                                     |

| <b>Journalist #19</b> |            |
|-----------------------|------------|
| <b>Name</b>           | Rob Archer |

|                              |                                                                                                               |
|------------------------------|---------------------------------------------------------------------------------------------------------------|
| <b>Position</b>              | reporter                                                                                                      |
| <b>Outlet</b>                | KFI AM 640                                                                                                    |
| <b>Email</b>                 | <a href="mailto:robertarcher@iHeartMEDIA.com">robertarcher@iHeartMEDIA.com</a>                                |
| <b>Phone</b>                 | (866) 640-8814                                                                                                |
| <b>Twitter</b>               | <a href="https://twitter.com/RobArcher">@RobArcher</a>                                                        |
| <b>Other</b>                 |                                                                                                               |
| <b>Link to Recent Work</b>   | <a href="http://www.kfiam640.com/onair/rob-archer-52071/">http://www.kfiam640.com/onair/rob-archer-52071/</a> |
| <b>Reasons for Inclusion</b> | Rob covers local news                                                                                         |

| <b>Journalist #20</b>        |                                                                                                                                             |
|------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Name</b>                  | Claudia Peschiutta                                                                                                                          |
| <b>Position</b>              | reporter                                                                                                                                    |
| <b>Outlet</b>                | KNX AM 1070                                                                                                                                 |
| <b>Email</b>                 | Couldn't locate an email address. Tweeted on 1/11.                                                                                          |
| <b>Phone</b>                 | (323) 569-1070                                                                                                                              |
| <b>Twitter</b>               | <a href="https://twitter.com/KNXClaudia">@KNXClaudia</a>                                                                                    |
| <b>Other</b>                 |                                                                                                                                             |
| <b>Link to Recent Work</b>   | <a href="http://losangeles.cbslocal.com/personality/claudia-peschiutta/">http://losangeles.cbslocal.com/personality/claudia-peschiutta/</a> |
| <b>Reasons for Inclusion</b> | Claudia writes about local news                                                                                                             |

## APPENDIX G: CAMPAIGN TIMELINE

| Month               |                                                 | Jun '15 |   |   |   | Jul '15 |   |   |   | Aug '15 |   |   |   |
|---------------------|-------------------------------------------------|---------|---|---|---|---------|---|---|---|---------|---|---|---|
| Week                |                                                 | 1       | 2 | 3 | 4 | 1       | 2 | 3 | 4 | 1       | 2 | 3 | 4 |
| <b>Social Media</b> |                                                 |         |   |   |   |         |   |   |   |         |   |   |   |
|                     | Facebook                                        | ■       | ■ | ■ | ■ | ■       | ■ | ■ | ■ | ■       | ■ | ■ | ■ |
|                     | Twitter                                         | ■       | ■ | ■ | ■ | ■       | ■ | ■ | ■ | ■       | ■ | ■ | ■ |
|                     | Pinterest Contest                               | ■       | ■ | ■ | ■ | ■       | ■ | ■ | ■ | ■       | ■ | ■ | ■ |
|                     | OC Register newspaper online                    |         |   |   |   |         |   |   | ■ |         |   |   |   |
|                     | The Knot SOCAL magazine online                  |         |   |   |   |         |   |   | ■ |         |   |   |   |
|                     | Lisa Magloff Blogger<br>SmallBusiness.chron.com |         |   |   |   |         |   |   | ■ |         |   |   |   |
|                     | Alan Dodson Blogger<br>MobileBeat.com           |         |   |   |   |         |   |   | ■ |         |   |   |   |
|                     | Refer-a-Friend                                  | ■       | ■ | ■ | ■ | ■       | ■ | ■ | ■ | ■       | ■ | ■ | ■ |
| <b>Internet</b>     |                                                 |         |   |   |   |         |   |   |   |         |   |   |   |
|                     | Local Facebook ads                              | ■       | ■ | ■ | ■ | ■       | ■ | ■ | ■ | ■       | ■ | ■ | ■ |
|                     | Press releases                                  |         |   |   | ■ |         |   |   | ■ |         |   |   | ■ |
|                     | Videos                                          |         | ■ |   |   |         | ■ |   |   |         | ■ |   |   |
|                     | Blogs                                           | ■       |   |   |   | ■       |   |   |   | ■       |   |   |   |
| <b>Print</b>        |                                                 |         |   |   |   |         |   |   |   |         |   |   |   |
|                     | Flyers                                          | ■       | ■ | ■ | ■ | ■       | ■ | ■ | ■ | ■       | ■ | ■ | ■ |

First quarter

| Month                                           | Sep '15 |   |   |   | Oct '15 |   |   |   | Nov '15 |   |   |   |
|-------------------------------------------------|---------|---|---|---|---------|---|---|---|---------|---|---|---|
| Week                                            | 1       | 2 | 3 | 4 | 1       | 2 | 3 | 4 | 1       | 2 | 3 | 4 |
| <b>Social Media</b>                             |         |   |   |   |         |   |   |   |         |   |   |   |
| Facebook                                        | ■       | ■ | ■ | ■ | ■       | ■ | ■ | ■ | ■       | ■ | ■ | ■ |
| Twitter                                         | ■       | ■ | ■ | ■ | ■       | ■ | ■ | ■ | ■       | ■ | ■ | ■ |
| Pinterest Contest                               | ■       | ■ | ■ | ■ |         |   |   |   |         |   |   |   |
| OC Register newspaper online                    |         |   |   |   |         |   |   | ■ |         |   |   |   |
| The Knot SOCAL magazine online                  |         |   |   |   |         |   |   | ■ |         |   |   |   |
| Lisa Magloff Blogger<br>SmallBusiness.chron.com |         |   |   |   |         |   |   | ■ |         |   |   |   |
| Alan Dodson Blogger<br>MobileBeat.com           |         |   |   |   |         |   |   | ■ |         |   |   |   |
| Refer-a-Friend                                  | ■       | ■ | ■ | ■ |         |   |   |   |         |   |   |   |
| <b>Internet</b>                                 |         |   |   |   |         |   |   |   |         |   |   |   |
| Local Facebook ads                              |         |   |   |   |         |   |   |   |         |   |   |   |
| Press releases                                  |         |   |   | ■ |         |   |   | ■ |         |   |   | ■ |
| Videos                                          |         | ■ |   |   |         |   | ■ |   |         | ■ |   |   |
| Blogs                                           | ■       |   |   |   | ■       |   | ■ |   | ■       |   | ■ |   |
| <b>Print</b>                                    |         |   |   |   |         |   |   |   |         |   |   |   |
| Flyers                                          |         |   |   |   |         |   |   |   |         |   |   |   |

Second quarter

| Month                          | Dec '15 |   |   |   |  | Jan '16 |   |   |   |  | Feb '16 |   |   |   |
|--------------------------------|---------|---|---|---|--|---------|---|---|---|--|---------|---|---|---|
| Week                           | 1       | 2 | 3 | 4 |  | 1       | 2 | 3 | 4 |  | 1       | 2 | 3 | 4 |
| <b>Social Media</b>            |         |   |   |   |  |         |   |   |   |  |         |   |   |   |
| Facebook                       | ■       | ■ | ■ | ■ |  | ■       | ■ | ■ | ■ |  | ■       | ■ | ■ | ■ |
| Twitter                        | ■       | ■ | ■ | ■ |  | ■       | ■ | ■ | ■ |  | ■       | ■ | ■ | ■ |
| Pinterest Contest              |         |   |   |   |  | ■       | ■ | ■ | ■ |  | ■       | ■ | ■ | ■ |
| OC Register newspaper online   |         |   |   |   |  |         |   |   | ■ |  |         |   |   |   |
| The Knot SOCAL magazine online |         |   |   |   |  |         |   |   | ■ |  |         |   |   |   |
| Lisa Magloff Blogger           |         |   |   |   |  |         |   |   | ■ |  |         |   |   |   |
| SmallBusiness.chron.com        |         |   |   |   |  |         |   |   | ■ |  |         |   |   |   |
| Alan Dodson Blogger            |         |   |   |   |  |         |   |   | ■ |  |         |   |   |   |
| MobileBeat.com                 |         |   |   |   |  |         |   |   | ■ |  |         |   |   |   |
| Refer-a-Friend                 |         |   |   |   |  | ■       | ■ | ■ | ■ |  | ■       | ■ | ■ | ■ |
| <b>Internet</b>                |         |   |   |   |  |         |   |   |   |  |         |   |   |   |
| Local Facebook ads             |         |   |   |   |  | ■       | ■ | ■ | ■ |  | ■       | ■ | ■ | ■ |
| Press releases                 |         |   |   | ■ |  |         |   |   | ■ |  |         |   |   | ■ |
| Videos                         |         | ■ |   |   |  |         | ■ |   |   |  |         | ■ |   |   |
| Blogs                          | ■       |   | ■ |   |  | ■       |   | ■ |   |  | ■       |   | ■ |   |
| <b>Print</b>                   |         |   |   |   |  |         |   |   |   |  |         |   |   |   |
| Flyers                         |         |   |   |   |  | ■       | ■ | ■ | ■ |  | ■       | ■ | ■ | ■ |

Third quarter



| Month                          | Mar '16 |   |   |   | Apr '16 |   |   |   | May '16 |   |   |   |
|--------------------------------|---------|---|---|---|---------|---|---|---|---------|---|---|---|
| Week                           | 1       | 2 | 3 | 4 | 1       | 2 | 3 | 4 | 1       | 2 | 3 | 4 |
| <b>Social Media</b>            |         |   |   |   |         |   |   |   |         |   |   |   |
| Facebook                       | ■       | ■ | ■ | ■ | ■       | ■ | ■ | ■ | ■       | ■ | ■ | ■ |
| Twitter                        | ■       | ■ | ■ | ■ | ■       | ■ | ■ | ■ | ■       | ■ | ■ | ■ |
| Pinterest Contest              | ■       | ■ | ■ | ■ | ■       | ■ | ■ | ■ |         |   |   |   |
| OC Register newspaper online   |         |   |   |   |         |   |   | ■ |         |   |   |   |
| The Knot SOCAL magazine online |         |   |   |   |         |   |   | ■ |         |   |   |   |
| Lisa Magloff Blogger           |         |   |   |   |         |   |   | ■ |         |   |   |   |
| SmallBusiness.chron.com        |         |   |   |   |         |   |   | ■ |         |   |   |   |
| Alan Dodson Blogger            |         |   |   |   |         |   |   | ■ |         |   |   |   |
| MobileBeat.com                 |         |   |   |   |         |   |   | ■ |         |   |   |   |
| Refer-a-Friend                 | ■       | ■ | ■ | ■ | ■       | ■ | ■ | ■ |         |   |   |   |
| <b>Internet</b>                |         |   |   |   |         |   |   |   |         |   |   |   |
| Local Facebook ads             | ■       | ■ | ■ | ■ |         |   |   |   |         |   |   |   |
| Press releases                 |         |   |   | ■ |         |   |   | ■ |         |   |   | ■ |
| Videos                         |         | ■ |   |   |         | ■ |   |   |         | ■ |   |   |
| Blogs                          | ■       |   | ■ |   | ■       |   | ■ |   | ■       |   | ■ |   |
| <b>Print</b>                   |         |   |   |   |         |   |   |   |         |   |   |   |
| Flyers                         | ■       | ■ | ■ | ■ |         |   |   |   |         |   |   |   |

Fourth quarter