

Marketing Timeline:

2025 Martin Luther King, Jr. Celebration
 January 11, 2025 | 2:00pm-4:30pm

BRANDING & DEVELOPMENT			
Due Date	Staff	TASK	COMMENTS
10/29		Create flyer draft.	
10/29		Create online signup form.	
10/29		Event Website	
11/8		Create ads, banners, and poster	
11/15		A-Frame Signage	
11/8		Order printing from Graphics	
12/6		Create Feedback form	
COMMUNITY ENGAGEMENT			
Due Date	Staff	TASK	COMMENTS
December		CC Farmer's Market	
11/29 & 12/13		Site Popups (November and December)	Distribute flyers at park sites.
11/22		CC Event Opportunities	Confirm opportunities for December, ex. Tree Lighting event
12/13		Mail Flyers	Tellefson and Culver-West communities. 2-3 miles radius

ATTACHMENT 1

DIGITAL ENGAGEMENT			
Due Date	Staff	TASK	COMMENTS
11/26 & 12/20		GovDelivery/ActiveNet email blasts	Work with Dustin
11/8		Social Media	On calendar every 2 weeks / Every week month of.
12/16		The Centaurian	CC High School News pennyschulte@ccusd.org
11/20		Self-Publish Articles	CC Patch News, CraigsList News, Culver City Quora
11/6		Social Media Groups	Facebook: Culver City Events, Culver/Palms In The House, Culver City Unofficial
POSTER/FLYER DISTRIBUTION			
Due Date	Staff	Site	COMMENTS
11/15		VM Complex	Reg Office, Plunge, Senior Center, Teen Center
		Palms Cleaners	
		7-Eleven, Overland	
		Bone Yard	
		Culver West Alexander	
		Syd Kronenthal	
		Lin Howe Elementary Main Office	lesliegardner@ccusd.org
		Tellefson Park	
		Fox Hills Park	
		MillCross Coffee Bar & Kitchen	
		Rutt's Cafe	
		Starbucks	

ATTACHMENT 1

POSTER/FLYER DISTRIBUTION CONT.			
Due Date	Staff	Site	COMMENTS
		LaBallona Elementary School	
		COFAX Culver City	
		Elk's Lodge	
		Culver City Adult School	
		Lindberg	
COMMUNITY PARTNERS			
Due Date	Staff	Method	COMMENTS
12/9		Contacts via phone and email	
		Coffee/Cones with Cops	
		PTA Meetings	
		Coffee with The Principal	
		Mu Lambda Omega Chapter of Alpha Kappa Alpha Sorority,	Culver City/West LA Chapter mulambdaomega@yahoo.com
		West LA College Black Students Unified	Dr. Marilyn Ingram, 310-287-9030, Ingramme@wla.edu
		CCUSD Black Families Advisory Council	antoinetestewart@ccusd.org
		School Board Meetings	
		Black & African American Parent Group	cchsblackaaaffinityparents@ccusd.org, fallonperdue@ccusd.org, ebonynicholson@ccusd.org

ATTACHMENT 1

EVENT LISTINGS			
Due Date	Staff	EVENT/ARTICLE	COMMENTS
11/8		El Rincon Elementary News & Events	
		Culver City Exchange Club News & Events	
		Craig's List Events	
		Event Brite	
		All Events, Your Event Free	
		Culver City Middle School News	
		Events Near Here, Event Seeker	
		Culver City Patch Events	