

DAIL Media Strategy - 2017

<u>Focus Date</u>	<u>Event</u>	<u>Division</u>	<u>Media Outlet(s)/Strategy</u>	<u>Partnerships</u>
January				
January	Glaucoma Awareness Month	DBVI		
Jan. 4th	International Braille Day (January 4th)	DBVI		
February				
February	Mature Workers Awards - applications available	VR	Press Release	
February	Low Vision Awareness Month	DBVI	OpEd to VT Papers	
February 7th	ACRE Certification Employment Consultant Graduation	VR	Pre-event media alert; post-event press release	CCV
February 23rd-26th	Community Employment Initiative - Austrian Awards	DDSD	Promote the press releases issued by this agency	
March				
March	Cerebral Palsy Awareness Month	DDSD		
March 21st	World Down Syndrome Day	DDSD		
March: 1st Week	National Social Workers Appreciation Week	DDSD		
March	National Nutrition Month	ASD	Governor Proclamation re: Senior Food Security	AAAs
March	"March for Meals" Month	ASD	Across the Fence (WCAX)	AAAs
March	Developmental Disabilities Awareness Month	DDSD	TBD	
March	Alzheimer's Awareness	ASD	Legislative Event - booth	Governor's Commission on ADRD
March 2nd	Disability Awareness Day	VR	Legislative Event - luncheon	Spirit of ADA Winners
March 6th	Brain Injury Awareness Day	ASD/ATP	TBD	TBI VT Association
April				
April	National Volunteer Month	ASD		
April	ACRE Certification Employment Consultant Graduation	VR	Targeted story/program writeup	CCV
April	Autism Acceptance Month	DDSD	Success Stories: National Poetry Month linkage 7Days Arts Section The :30 (WCAX); poets/Roy on TV?	Conor Cleveland; Scott Brodie (TBD)
May				
May	Huntington's Disease Awareness Month	DDSD		
May 14th	Childhood Speech Apraxia Awareness Day	DDSD		
May 15th	United Nations International Day of Families	DDSD		
May	Older Americans Month	ASD	Vermont Edition (VPR) Press Release Congressional Delegation/Press Conference	AAAs
May 21st	Global Accessibility Awareness Day	ATP	Open House @ WSOC Tryout Center 7Days Interview w/AT Specialist Ben Wimet	CDCI VCIL
June				

June 15th	World Elder Abuse Awareness Day	DLP	DLP as lead; ASD to consult Vermont Edition (VPR) Across the Fence (WCAX) OpEd to VT Papers	AAAs
July				
July	National Fragile X Awareness Month	DDSD		
July 22nd	National Fragile X Awareness Day	DDSD		
July	Mature Workers Awards	VR	VT Business Magazine Burlington Free Press Mike Smith Program (WDEV) Across the Fence (WCAX) Press Conference Press Release	SHRM
July 26th (1990)	ADA Anniversary	VR	Support VCIL efforts	VCIL
August				
August	Special Needs Parents Appreciation Month	DDSD		
August 21st	National Senior Citizens Day	ASD		
September				
September	Spinal Cord Injury Awareness Month	ASD		
September	Suicide Prevention Awareness Month	All		
September 10th	National Grandparents Day	ASD		
September 21st	World Alzheimer's Day	ASD		
September	National Senior Center Month	ASD	TBD	Senior Center Assoc.
September	National Falls Prevention Awareness Month	ASD	TBD	Falls Free VT Coalition
September	Direct Support Appreciation Month	DDSD	Event on Statehouse Lawn Press Release Governor Proclamation	GMSA; VCP
September	World Alzheimer's Disease Month	ASD	Alzheimer's Walk Promotion	Alzheimer's Association
September 15th	Southern Vermont Conference on Aging	ASD	Joint Press Releases	AAAs
October				
October	Down Syndrome Awareness Month	DDSD		
October 1st	UN International Day of Older Persons	ASD		
October 15th	Blind Americans Equality Day	DBVI		
October 25th	Spina Bifida Awareness Day	DDSD		
October	National Disability Employment Awareness Month	VR	VR currently drafting a plan	
October	Spirit of the ADA Awards	VR	VR currently drafting a plan	
October 15th	World Blind Day/World Sight Day	DBVI	OpEd to VT Papers	
October 15th	White Cane Awareness Day	DBVI	Across the Fence (WCAX)	
October 19th	Disability Mentoring Day	DDSD	Linking Learning to Careers Stories - TBD	
November				

November	National Caregiver Awareness Month	DDSD; ASD	Joint OpEd	Vermont Family Network (DDSD); AAAs (ASD)
November	Alzheimer's Awareness Month	ASD		
December				
December 3rd	UN International Day of Persons with Disabilities	ATP	Legislative Open House (tie-in with AHS newsletter article)	Congressional Delegation VT State Senators/Reps

TBD

	YouTube videos - Roy can produce; has equipment	DDSD; all	YouTube Channel
	When you lose your vision, what skills do you have?	DBVI	YouTube Channel
	Story on the WSOC Café operator	DBVI	YouTube Channel
	How every vision impairment is different	DBVI	YouTube Channel
	Compile Media Press Kit for APS	DLP	Direct to All Media Outlets
	3 Recovery Center Pilots	VR	
	Steve Dickens EAP Report	VR	
Summer 2017	Acquire unpaid intern to assist with media?	CO	
CY2018	Brandon Training School closing - 25th Anniversary	DDSD	TBD - start planning in 2017

Potential Outlets/Strategies:

- Local Access Cable
- Across the Fence (WCAX)
- "Super Senior" Segment (WCAX)
- The :30 (WCAX)
- Mike Smith Show (WDEV)
- Vermont Edition (VPR)
- 7Days Arts Section
- OpEd to VT Papers
- Press Release
- YouTube Channel
- VT Business Magazine
- Governor Proclamation
- Congressional Delegation
- Press Conference
- Press Kit
- Legislative Event
- Partnership
- Success Stories