

Communications Calendar

#dairylife #dairyinnovation #vermontdairy #newenglanddairy #dairy #nedbic

JANUARY 2021

Jan 1	AgriView Article Published	Northeast DBIC Kicks Off!
Jan 11	Press Release	Northeast DBIC Debuts
Jan 11	Blog	Grazing Article
Jan 11	Social	NE DBIC Kickoff
Jan 13	Newsletter	<ol style="list-style-type: none"> 1) Header: Distribution Study now open 2) Brand Reception coming soon 3) Project Highlight: Grazing Article – link to blog 4) Omar’s survey 5) PA Dairy Forum 6) Footer: DBIC staff bio
Jan 14	Social	Grazing article
Jan 17	Social	Omar’s survey
Jan 20	Social	Distribution Study open
Jan 24	Social	Introducing the Team
Jan 28	Social	Omar’s survey – 2 nd post
Jan 29	AgriView Due	March: Agritourism Grant Open, Additional Opps: Brand Reception Study, Grazing 2.0

FEBRUARY 2021

Feb 1	AgriView Article Published	Grazing article, Staff bios
Feb 7	Social	Stay in the know – sign up for newsletter
Feb 8	RFP Released	Brand Reception
Feb 9	Blog	Parish Hill
Feb 10	Social	Brand Reception RFP
Feb 10	Newsletter	<ol style="list-style-type: none"> 1) Header: Agritourism Application opening – Feb 16 2) Brand Reception – open 3) Grazing RFP 2.0 opening – opens Feb 23 4) Parish Hill project highlight 5) Value-Added Producer Grants through USDA 6) Footer: Know someone who should receive these newsletters?
Feb 15	RFP Closes	Distribution Network Study
Feb 16	RFA Released	Agritourism grant
Feb 17	Social	Agritourism RFA Released

Feb 20	Social	Brand Reception post – second time?
Feb 23	RFP Released	Grazing 2.0
Feb 24	Social	Grazing RFP Released
Feb 26	AgriView Due	April: Marketing & Branding RFA Release

**MARCH
2021**

Mar 1	AgriView Published	March: Agritourism Grant Open, Additional Opps: Brand Reception Study, Grazing 2.0
Mar 3	RFP Closes	Brand Reception
March 10	Newsletter	<ol style="list-style-type: none"> 1) Header: 2) Dairy West: Dairy Tour Toolkit 3) Agritourism Closing April 1 – extended deadline 4) VCC Project Highlight? 5) Grazing RFP due 6) Announce Contractor for Distribution Study?
Mar 14	Social	Agritourism Closing
	Blog	Parish Hill
	Social	Parish Hill

APRIL 2021

April 1	AgriView Published	April: Marketing & Branding RFA Release
April 1	App Closes	Agritourism Grant
April 14	Newsletter	<ol style="list-style-type: none"> 1) Header: Marketing & Branding Application Opening 2) Jasper Hill Project Highlight
	AgriView Due	June: Dairy Experience Forum

MAY 2021

	Press Release	Agritourism Grantees
	Newsletter	Agritourism Grantees

May 28

JUNE 2021

AgriView Published Newsletter	June: Dairy Experience Forum Dairy Experience
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JULY 2021

July 1	AgriView Article Published	Dairy Experience Forum
July 13	Event	Dairy Experience Forum

**AUGUST
2021**

**SEPTEMBER
2021**

**OCTOBER
2021**

**NOVEMBER
2021**

**DECEMBER
2021**

**MARCH
2021**

Feb 1	AgriView Article Published	Agritourism Grant, Grazing 2.0
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MARCH 2021

Press Release

AgriView	Agritourism Grant, Parish Hill
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Newsletter	Reference Parish Hill blog
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Blog	Parish Hill
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Social Media

APRIL 2021

Press Release

AgriView	UVM Dairy TA
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Newsletter

Blog

Social Media